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Youth Attitude Tracking Study
1992
Propensity and Advertising Report

Market Research & Analysis Branch

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YOUTH ATTITUDE TRACKING STUDY 1992: PROPENSITY AND ADVERTISING REPORT (FINAL)

Submitted to:

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December 13, 1993

MEMORANDUM FOR MARKET RESEARCH COMMUNITY

SUBJECT: Youth Attitude Tracking Study: 1992 Propensity and Advertising Report

Enclosed is a copy of the 1992 YATS propensity report. The 1993 data collection is completed and we are now awaiting the preparation of the public use data files. If you would like additional copies of this report, or if you would like to receive a copy of the public use data tape, please call me at (703) 696-0651 or DSN 226-0651.

Randolph T. Lougee
Market Research Branch

Enclosure: Report

REPORT DOCUMENTATION PAGE

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13. ABSTRACT (Maximum 200 words)

This Propensity Report provides a summary of the Fall 1992 Youth Attitude Tracking Study. It includes a discussion of the demographic characteristics of the YATS population, as well as data on enlistment propensity and its sociodemographic correlates for the various active and Reserve Components, respectively. This year's report also includes a section on military advertising awareness and slogan recognition among the youth interviewed. Advertising awareness is discussed in relation to selected demographic data, recruiter contacts, and positive and negative propensity. In addition, this year's report includes a section on trends in youth enlistment propensity from 1984 to 1992. Positive enlistment propensity among males is discussed in relation to age, race/ethnicity, school status, and employment circumstance across this nine-year period.

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Acknowledgements

Executive Summary

This report contains valuable information on Fall 1992 enlistment propensity, advertising awareness, and military advertising slogan recognition levels for youth in the United States. The data were drawn from the 1992 Youth Attitude Tracking Study (YATS), sponsored by the Department of Defense. For eighteen years, the YATS survey has been conducted for the purpose of gathering critical information from American youth on their perceptions of the military and future plans in general. This year's YATS survey was administered between September 18, 1992 and November 25, 1992. Approximately 10,000 young men and women between the ages of 16 and 24 participated in the survey. Interviews were conducted using the computer-assisted-telephone-interviewing (CATI) methodology and required approximately 30 minutes per interview to complete.

Two new features in last year's (1991) report were seen as very useful, and thus are included in this year's report. First, military advertising awareness and slogan recognition of youth are discussed. Second, an examination of the trends in male enlistment propensity across nine years, from 1984 to 1992, is presented.

Since 1975, the YATS questionnaire has focused specifically on enlistment propensity. Youth were asked several questions about the likelihood of their serving in the active Military Services (i.e., Army, Navy, Air Force, Marine Corps, and Coast Guard) or Reserve Components (i.e., National Guard and Reserves) in the near future. Analyses of the active Service enlistment likelihood, or propensity, showed that approximately 20.6 percent of the males and 7.8 percent of the females expressed interest in joining the military. These figures contrast with the Fall 1991 YATS propensity measures of 23 percent and 9.5 percent of males and females, respectively, for the active Services. For the Reserve Components, propensity among males went from 17.5 percent in 1991 to 15 percent in 1992 and was 7 percent among females in both 1991 and 1992. In general, there has been a noticeable decline among youths' enlistment propensity since 1990, and in some categories it has reached its lowest aggregate level since 1984.

The demographic characteristics of Fall 1992 respondents were similar to those of recent YATS administrations. Once again, school, employment, and marital status were all found to be related to respondent age. In response to the need for more detailed information, this report presents the results in four age categories (rather than the previous three age categories). These categories are: 16-17 year-olds, 18-19 year-olds, 20-21 year-olds, and 22-24 year-olds. Sixteen to

seventeen year-olds were primarily high school students, whereas the majority of the 18-19 year-olds and 20-21 year-olds were postsecondary students. As expected, the 22-24 year-olds were, in the majority, high school graduates. Also, the percentage of young people employed increased with age for both males and females. Within age groups, however, males were more likely than females to be employed. Consistent with previous patterns of YATS respondents, youth in the older age categories were more likely to be married than the younger youth. Whites accounted for more than 79 percent of the population, whereas Blacks comprised approximately 12 percent, and Hispanics comprised approximately 6 percent.

Service-specific propensity was greatest for the Air Force and the Army (as measured by positive enlistment propensity) among males and females. The Army Reserve was the most popular Reserve Service for males. As expected, based on previous survey results, the youngest youth group, 16 to 17 years of age, expressed a greater interest in enlistment in military service than older youth. Also consistent with previous YATS results, nonwhites were more likely than Whites to express an interest in enlisting in the Armed Forces.

Most youth recalled hearing or seeing some form of military advertising (85.6 percent of males and 83.4 percent of females). Youth reported hearing or seeing Army advertising most frequently; the next most commonly recalled advertising was for the Marine Corps. Overall, no differences were observed in advertising awareness for those who indicated positive enlistment propensity and those who indicated negative enlistment propensity. Results, in general, indicated that youth who reported having contact with a military recruiter were significantly more likely to recall military advertising than were youth with no recruiter contact. Respondents were most likely to correctly recognize the Army, Air Force, and Marine Corps advertising slogans.

Trends in YATS survey results on male enlistment propensity were examined for the period 1984-1992. In order to assure data comparability, the 1990, 1991, and 1992 data were restricted to include only individuals within the 1989 and earlier YATS sample frames (i.e., the exclusion of individuals residing in Alaska and Hawaii or with more than two years of college education). Examination of propensity across these nine years indicated an importance of the 1989 through 1992 period. As indicated in last year's report, a steep decline in positive propensity occurred between 1989 and 1990 -- a period coinciding with the activities of Operations Desert Shield and Desert Storm. This decline in the percentage of male youth expressing positive propensity continued in the 1991 YATS for some youth (e.g., Whites and youth residing in the Southern region of the U.S.). Indeed, the 1992 YATS results show a

general continuation in the decline of male positive enlistment propensity. For the first time in the series, unaided mention of military enlistment significantly declined for male youth in the youngest age category (16-18 year-olds). In some categories, male enlistment propensity in 1992 fell to its lowest aggregate level in the nine years discussed.

In summary, the 1992 YATS continues to provide valuable information about enlistment propensity and awareness of military advertising. In addition, useful information about the demographic characteristics of today's American youth is attained and examined in relation to both enlistment propensity and military advertising awareness.

1. INTRODUCTION

Since 1975, the Communications and Enlistment Decision Studies/Youth Attitude Tracking Study III (YATS) has been conducted annually in order to gather information from youth across the United States about their future plans, perceptions of the military as a career, likelihood of enlistment, and military advertising awareness. This report presents findings from the Fall 1992 administration of YATS. The majority of the report focuses on analyses of youth enlistment propensity, but the report also includes results on youth military advertising awareness.

Overview of the Fall 1992 YATS Administration

The Fall 1992 YATS administration represents a continuation of the YATS surveys that have been sponsored by the Department of Defense (DoD) for the last eighteen years. As in previous administrations, this year's YATS entailed conducting a 30-minute interview with approximately 10,000 youth nationally, using computer-assisted-telephone-interviewing (CATI) technology. Approximately half of the respondents were selected using random digit dialing (RDD) methodology, and half of the respondents were randomly chosen from a panel sample consisting of respondents from Fall 1990

and/or Fall 1991 YATS administrations. The survey methodology for the YATS is documented in various design reports (Fahimi, 1992; Morganstein, 1990; Morganstein and Fahimi, 1991a; and Morganstein and Fahimi, 1991b).

The sample frame used for this report included residents of Alaska and Hawaii and youth with more than two years of college education. While this is the same sample frame that was used in the 1990 and 1991 YATS reports, these youth were not included in the YATS sample prior to 1990. The sample frame used since 1990 is considered to be a more precise estimate of propensity for youth nationally.

The Fall 1992 YATS survey was administered from September 18, 1992 through November 25, 1992. It is important to note the global and political environment preceding and encompassing the 1992 YATS administration. The actions of competing warlords in Somalia eventually led to military intervention with the American conduct of Operation Restore Hope. In the United States, public attention was directed to the Presidential elections and the activities of our new President. At the forefront of national concern were questions regarding homosexuals in the military, downsizing, and the civil war in the former Yugoslavia.

The Fall 1992 Propensity Report

The content of the 1992 YATS Propensity Report is quite similar to the 1991 report. Chapter 2 describes the demographic characteristics of the YATS population. Data on enlistment propensity and its sociodemographic correlates for the various active and Reserve Components are provided in Chapters 3 and 4, respectively.

Advertising awareness and slogan recognition among the youth interviewed are discussed in Chapter 5. This chapter provides data on unaided advertising awareness for each of the four Services, National Guard/Reserves, and Joint Service (advertising in which all Services are represented). Advertising awareness is discussed in relation to selected demographic data, recruiter contacts, and positive and negative propensity. To some extent, the success of the Military Services' slogan advertising campaigns is also represented by the percentage of youth who correctly identified the Service advertising slogans.

Chapter 6 reports on propensity levels over nine years of YATS administrations: 1984 to 1992. Trends in unaided mentions and composite active propensity are discussed by age group, race/ethnicity, school status and employment circumstance. In addition, Service-specific propensity is discussed by age and race/ethnicity. Finally, significant changes in propensity between 1989 and 1992 are summarized.

A comparison of the responses to the unaided version (i.e., 1989 and previously) and aided version (i.e., introduced in 1990 and repeated in the 1992 administration) of the Reserve propensity questions is presented in Appendix A. Additional findings on military advertising are presented in Appendix B to provide supplemental information for results discussed in Chapter 5. Chapter 6's statistics of youth enlistment propensity from 1984 to 1992 are exhibited in Appendix C. Finally, Appendix D provides a discussion of the methodology used in Chapter 6 for the testing of significance differences in propensity between 1989 and 1990, between 1990 and 1991, and between 1991 and 1992.

2. DEMOGRAPHIC CHARACTERISTICS OF THE 1992 YATS POPULATION

Similar in organization to that prepared for the 1991 YATS propensity report (Nieva et al., 1991), this chapter provides information regarding characteristics and attributes of the recruit-aged respondent population. These characteristics include age, gender, race, marital status, employment, and the estimated aptitude of the YATS population.

In response to a need for more detailed age-related information, this report uses four age categories (rather than the previous three age categories): 16-17 year-olds; 18-19 year-olds; 20-21 year-olds; and 22-24 year-olds. Therefore, the findings presented in this report are not strictly comparable to those in previous YATS reports, which grouped respondents into 16-18 year-olds, 19-21 year-olds, and 22-24 year-olds.

Age Distribution and Estimated Population Counts

Table 2-1 presents the unweighted age distribution of YATS survey respondents and the estimated (i.e., weighted) age distribution of the YATS population. Unweighted counts indicate the number of interviews on which the estimates are based (6,679 males and 3,908 females within the 16 to 24 age range). The 1992 YATS population consisted of approximately 15.9 million males and 16.1 million females between the ages of 16 and 24. As in the 1991 study, the population distribution of youth across the 16-24 year-old age range is relatively constant.

Marital Status, Gender, and Age

Table 2-2 provides data describing the marital status of the 1992 YATS population distributed across gender and age categories. As noted in the 1991 YATS report, differences in marital status were directly related to the various respondent age categories. Overall, the majority (88.9 percent of the males and 78 percent of the females) of the 1992 YATS population had never been married. Note that the proportion of the population that was married or in the "Other" category (widowed, married, divorced, or separated) at the time of the survey increased with age.

Overall, the data revealed gender differences, with females (19.1 percent) more likely than males (10.1 percent) to be married. This gender difference became more pronounced with age. Differences in marital status between 16-17 year-old males and females were virtually nonexistent. For 18-19 year-olds, however, the difference between the percentages of currently married males and females was 5.3 percentage points. This

Table 2-1.   Fall 1992 YATS - Age Distribution of the YATS Survey Population

	Males			Females		
	Unweighted	Estimated Population		Unweighted	Estimated Population	
Age	N	Count* (000's)	Percent°	N	Count* (000's)	Percent°
16	532	1,732	10.9	296	1,630	10.1
17	864	1,730	10.9	481	1,627	10.1
18	961	1,687	10.6	561	1,645	10.2
19	778	1,835	11.5	436	1,848	11.5
20	760	1,927	12.1	429	1,975	12.3
21	764	1,859	11.7	491	1,922	12.0
22	737	1,734	10.9	461	1,812	11.3
23	708	1,675	10.5	412	1,770	11.0
24	575	1,732	10.9	341	1,850	11.5
Total	6,679	15,910	100.0	3,908	16,079	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

° Percentage distributions may not sum to 100.0 due to rounding.

Source: Q402 and Q403A.

difference increased to 9.6 percentage points for 20-21 year-olds, and 14.6 percentage points for 22-24 year-olds.

Race, Gender, and Age

The estimated population counts and percentages of the YATS population by race, gender, and age are provided in Table 2-3. For this table, the designations "White," "Black," and "Hispanic" are mutually exclusive. The "Other" category includes Asian or Pacific Islanders, American Indian or Alaskan Natives, and other ethnic or racial groups. Whites comprised 79.4 percent of the population of 16-24 year-old males and 76 percent of the 16-24 year-old female population. Blacks made up 12.4 percent of the male population and 15.7 percent of the female population. Hispanics accounted for approximately 6 percent of both the male and female population. With the exception of 18-19 year-old males and 22-24 year-old males and females, Blacks outnumbered Hispanics by at least a 2:1 margin across both gender and age. Similarly, Hispanics outnumbered those respondents in the "Other" race category by at least a 2:1 ratio.

Table 2-2.   Fall 1992 YATS - Marital Status, by Gender and Age

Gender/ Marital Status	16-17 Year-Olds		18-19 Year-Olds		20-21 Year-Olds		22-24 Year-Olds		Total Percent°
	Count* (000's)	Percent°	Count* (000's)	Percent°	Count* (000's)	Percent°	Count* (000's)	Percent°	
Males									
Never married	3,449	99.7	3,449	98.0	3,461	91.4	3,787	73.7	88.9
Currently married	6	0.2	67	1.9	293	7.7	1,246	24.2	10.1
Other[a]	4	0.1	3	0.1	32	0.8	108	2.1	0.9
Total	3,459	100.0	3,519	100.0	3,786	100.0	5,141	100.0	100.0
Females									
Never married	3,213	98.7	3,217	92.3	3,075	78.9	3,035	55.9	78.0
Currently married	41	1.3	249	7.2	675	17.3	2,105	38.8	19.1
Other[a]	2	0.1	19	0.5	147	3.8	290	5.3	2.8
Total	3,257	100.0	3,484	100.0	3,897	100.0	5,430	100.0	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

° Percentage distributions may not sum to 100.0 due to rounding.

[a]Includes widowed, divorced, or separated.

Source: Q402, Q713C, and CALCAGE.

School Status, Gender, and Age

Table 2-4 presents the estimated population counts and percentages of the 1992 YATS population by school status, gender, and age. The school status categories are mutually exclusive (i.e., youth may be categorized either as high school graduates or with postsecondary schooling, but not both). High school graduates are defined as youth who have graduated from high school but are not currently enrolled in further schooling. Postsecondary youth are those who have attended, or are currently attending, either college, graduate school, or a postsecondary vocational training program. Non-completers are defined as youth who never completed high school and are not currently enrolled in school or a vocational training program. In general, current high school graduates represented the largest percentage of the YATS population (29.4 percent of males and 32.6 percent of females). This differs from the 1991 survey population, where postsecondary students constituted the largest population group.

As expected, 16-17 year-olds were predominantly non-senior high school students, defined as those in high school below the 12th

Table 2-3.   Fall 1992 YATS - Race, by Gender and Age

| Gender/Race | 16-17 Year-Olds | | 18-19 Year-Olds | | 20-21 Year-Olds | | 22-24 Year-Olds | | Total |
	Count* (000's)	Percent•	Count* (000's)	Percent•	Count* (000's)	Percent•	Count* (000's)	Percent•	Percent•
Males									
White	2,735	79.1	2,722	77.7	2,903	76.9	4,232	82.7	79.4
Black	457	13.2	473	13.5	573	15.2	467	9.1	12.4
Hispanic	206	5.9	242	6.9	202	5.4	301	5.9	6.0
Other[a]	62	1.8	69	2.0	97	2.6	119	2.3	2.2
Total	3,459	100.0	3,505	100.0	3,776	100.0	5,119	100.0	100.0
Females									
White	2,306	70.9	2,480	71.2	2,985	76.8	4,420	81.5	76.0
Black	655	20.2	660	18.9	641	16.5	570	10.5	15.7
Hispanic	244	7.5	260	7.5	186	4.8	326	6.0	6.3
Other[a]	45	1.4	84	2.4	74	1.9	107	2.0	1.9
Total	3,250	100.0	3,483	100.0	3,887	100.0	5,422	100.0	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total
estimated population due to rounding and missing information for some cases.

• Percentage distributions may not sum to 100.0 due to rounding.

[a]Includes the categories "Asian or Pacific Islander," "Mexican Indian or Alaskan Native," and "Other."

Source: Q402, Q714, Q715, and CALCAGE.

grade (59.5 percent of males and 53.6 percent of females) or high school seniors (35.2 percent of males and 39.2 percent of females.)

Approximately 19 percent of males and 24 percent of females in the 18-19 year-old age group had completed high school but were not enrolled in further schooling. This age group also had the highest proportion of females pursuing postsecondary education (44.8 percent).

The highest proportion of male postsecondary students was found in the 20-21 year-old category (39.6 percent). However,

this age category also had the highest percentage of non-completers; i.e., those who were not enrolled in school at the time of the interview and had not graduated from high school (24.8 percent of males, and 22.4 percent of females).

Approximately 54 percent of males and 57 percent of females between the ages of 22 and 24 were high school graduates, and over 24 percent of both genders in this age category were postsecondary students.

Table 2-4.   Fall 1992 YATS - School Status, by Gender and Age

Gender/ School Status[a]	16-17 Year-Olds Count* (000's)	Percent[°]	18-19 Year-Olds Count* (000's)	Percent[°]	20-21 Year-Olds Count* (000's)	Percent[°]	22-24 Year-Olds Count* (000's)	Percent[°]	Total Percent[°]
Males									
Postsecondary student	37	1.1	1,237	37.0	1,441	39.6	1,210	24.4	25.5
High school graduate	10	0.3	650	19.4	1,219	33.5	2,649	53.5	29.4
High school senior	1,213	35.2	798	23.9	65	1.8	17	0.3	13.6
Non-senior high school student	2,054	59.5	150	4.5	9	0.2	19	0.4	14.5
Non-completer	137	4.0	510	15.2	903	24.8	1,056	21.3	16.9
Total	3,450	100.0	3,345	100.0	3,637	100.0	4,952	100.0	100.0
Females									
Postsecondary student	82	2.5	1,504	44.8	1,588	42.5	1,273	24.1	28.5
High school graduate	23	0.7	808	24.0	1,249	33.4	3,016	57.1	32.6
High school senior	1,263	39.2	511	15.2	39	1.0	25	0.5	11.8
Non-senior high school student	1,728	53.6	65	1.9	27	0.7	9	0.2	11.7
Non-completer	130	4.0	473	14.1	837	22.4	955	18.1	15.3
Total	3,225	100.0	3,362	100.0	3,740	100.0	5,277	100.0	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

   ● Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school.
High school graduates are respondents who are not students but have graduated from high school.
Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

Source: Q402, SCHOOLST, and CALCAGE.

Employment Status by School Status, Gender, and Age

Table 2-5 displays the employment status of the YATS male population by school status and age group. In general, the majority (66 percent) of males were currently employed, either in full-time or part-time jobs. Eighteen percent of males indicated that they were not employed but looking for work, and 16 percent of males indicated that they were not employed and not looking for work.

Overall, 42.4 percent of the 16-17 year-old males were employed. Not surprisingly, the percent of the employed population increased with age. Fifty-nine percent of the 18-19 year-old males, 73.4 percent of the 20-21 year-old males, and 81.8

Table 2-5.   Fall 1992 YATS - Employment Status of Males, by School Status and Age

Age/School Status[a]	Employment Status					
	Employed		Not Employed Looking		Not Employed Not Looking	
	Count* (000's)	Percent•	Count* (000's)	Percent•	Count* (000's)	Percent•
16-17 Year-Olds						
Postsecondary student	15	42.0	5	14.8	16	43.2
High school graduate	5	48.1	5	51.9	0	43.2
High school senior	620	51.1	263	21.7	330	27.2
Non-senior high school student	740	36.2	679	33.2	626	30.6
Non-completer	79	57.9	23	16.8	35	25.3
Total 16-17 Year-Olds	1,459	42.4	976	28.4	1,006	29.2
18-19 Year-Olds						
Postsecondary student	654	52.8	152	12.3	431	34.9
High school graduate	518	79.8	104	16.0	27	4.2
High school senior	381	47.7	239	29.9	179	22.4
Non-senior high school student	39	26.0	83	55.2	28	18.8
Non-completer	379	74.8	114	22.6	13	2.6
Total 18-19 Year-Olds	1,971	59.0	692	20.7	679	20.3
20-21 Year-Olds						
Postsecondary student	905	62.8	157	10.9	379	26.3
High school graduate	1,052	86.2	147	12.0	21	1.7
High school senior	51	77.5	5	7.7	10	14.9
Non-senior high school student	9	100.0	0	7.7	0	14.9
Non-completer	654	72.5	218	24.2	30	3.3
Total 20-21 Year-Olds	2,671	73.4	526	14.5	440	12.1
22-24 Year-Olds						
Postsecondary student	837	69.2	138	11.4	235	19.4
High school graduate	2,364	89.2	239	9.0	46	1.7
High school senior	17	100.0	0	9.0	0	1.7
Non-senior high school student	14	72.5	5	27.5	0	1.7
Non-completer	819	77.6	183	17.3	54	5.1
Total 22-24 Year-Olds	4,050	81.8	565	11.4	335	6.8
TOTAL MALES	10,151	66.0	2,759	18.0	2,460	16.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

•   Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school.
High school graduates are respondents who are not students but have graduated from high school.
Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

Source: Q402, Q404A, Q407, Q408C, Q416, Q417, and CALCAGE.

percent of males in the 22-24 year-old age category were employed in full-time or part-time jobs.

In relation to school status, the survey revealed that the majority of all non-completers were currently employed -- the percent employed ranged from 57.9 percent for those 16-17 years-old to 77.6 percent for those in the 22-24 age category.

Employment status of the YATS female population by school status and age is presented in Table 2-6. Similar to the male population, the majority of females were employed (61.2 percent). However, more females indicated that they were not employed and not looking for work (23.7 percent) than were not employed but looking for work (15.1 percent).

Differences in employment status by gender, which were moderate in the younger age categories, increased in the older age categories. For example, the percentage of 16-19 year-old males and females who were employed was nearly equal (42.4 percent of males and 40.1 of females 16-17 years-old, and 59 percent of males and 59.4 percent of females in the 18-19 age group). However, the difference in the number of males and females employed in the 20-21 age category increased to 9.5 percentage points (73.4 percent for males and 63.9 percent for females). Among 22-24 year-olds, the difference was 8.4 percentage points (81.8 percent of males and 73.4 percent of females who were employed).

Region, Gender, and Age

Table 2-7 provides the estimated population counts and percentages of the 1992 YATS population by region of the country, gender, and age. As in the 1991 YATS study, the largest concentration of youth across all age groups and both genders was in the South. Over one-third (approximately 38 percent of males and females) of the YATS population resided in this region.

The North Central region was the second most commonly represented area, where slightly more than one-fourth (approximately 27 percent) of the YATS population resided. The smallest percentage of YATS respondents (approximately 15 percent) lived in the Western region. These representation figures were relatively constant across both gender and age, and the regional distribution corresponds to current Census estimates.

Aptitude Status, Gender, and Age

The estimated aptitude of the 1992 YATS population by gender and age is provided in Table 2-8. High aptitude is defined as a predicted score in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT), and low aptitude is defined as a predicted score below the 50th percentile. These AFQT categories were predicted using an approach originally developed by Orvis and Gahart (1989) and

Table 2-6.   Fall 1992 YATS - Employment Status of Females, by School Status and Age

Age/School Status[a]	Employment Status					
	Employed		Not Employed Looking		Not Employed Not Looking	
	Count* (000's)	Percent[•]	Count* (000's)	Percent[•]	Count* (000's)	Percent[•]
16-17 Year-Olds						
Postsecondary student	28	34.8	19	23.7	34	41.5
High school graduate	16	69.9	5	21.2	2	8.8
High school senior	637	50.4	295	23.4	332	26.2
Non-senior high school student	563	32.6	470	27.2	695	40.2
Non-completer	49	37.8	40	30.7	41	31.5
Total 16-17 Year-Olds	1,292	40.1	829	25.7	1,103	34.2
18-19 Year-Olds						
Postsecondary student	818	54.3	232	15.4	455	30.3
High school graduate	633	78.3	119	14.7	56	7.0
High school senior	274	53.5	127	24.9	111	21.6
Non-senior high school student	15	22.5	40	62.0	10	15.5
Non-completer	258	54.5	91	19.3	124	26.2
Total 18-19 Year-Olds	1,996	59.4	609	18.1	756	22.5
20-21 Year-Olds						
Postsecondary student	1,048	66.0	163	10.3	377	23.8
High school graduate	936	75.0	137	11.0	175	14.0
High school senior	22	55.7	17	44.3	0	14.0
Non-senior high school student	16	61.6	10	38.4	0	14.0
Non-completer	367	43.9	147	17.6	323	38.5
Total 20-21 Year-Olds	2,390	63.9	475	12.7	875	23.4
22-24 Year-Olds						
Postsecondary student	863	67.9	79	6.2	329	25.9
High school graduate	2,415	80.2	249	8.3	347	11.5
High school senior	14	55.9	11	44.1	0	11.5
Non-senior high school student	9	100.0	0	44.1	0	11.5
Non-completer	567	59.4	101	10.6	286	30.0
Total 22-24 Year-Olds	3,869	73.4	440	8.3	963	18.3
TOTAL FEMALES	9,547	61.2	2,354	15.1	3,697	23.7

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

• Percentage distributions may not sum to 100.0 due to rounding.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school.
High school graduates are respondents who are not students but have graduated from high school.
Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

Source: Q402, Q404A, Q407, Q408C, Q417, and CALCAGE.

Table 2-7.   Fall 1992 YATS - Region, by Gender and Age

Gender/Region	16-17 Year-Olds Count* (000's)	Percent°	18-19 Year-Olds Count* (000's)	Percent°	20-21 Year-Olds Count* (000's)	Percent°	22-24 Year-Olds Count* (000's)	Percent°	Total Percent°
Males									
Northeast	592	17.1	623	17.7	763	20.1	1,098	21.4	19.3
North Central	978	28.2	1,020	29.0	1,017	26.9	1,369	26.6	27.6
South	1,292	37.3	1,398	39.7	1,439	38.0	1,943	37.8	38.2
West	600	17.3	481	13.7	567	15.0	731	14.2	15.0
Total	3,462	100.0	3,521	100.0	3,786	100.0	5,141	100.0	100.0
Females									
Northeast	664	20.4	618	17.7	706	18.1	1,107	20.4	19.2
North Central	988	30.3	905	25.9	1,045	26.8	1,590	29.3	28.2
South	1,179	36.2	1,516	43.4	1,479	37.9	1,838	33.8	37.4
West	425	13.1	453	13.0	667	17.1	898	16.5	15.2
Total	3,257	100.0	3,492	100.0	3,897	100.0	5,432	100.0	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

° Percentage distributions may not sum to 100.0 due to rounding.

Source: Q402, REGION, and CALCAGE.

subsequently revised by Stone (1991). Predicted AFQT categories were estimated using a nonlinear equation to predict the probability that an individual would score at or above the 50th percentile on the AFQT.

The variables used to predict AFQT categories included such self-reported characteristics as age, race, geographic region, father's education, number and type of high school math courses completed, approximate high school grades, current job and education status, and more subjective information such as the respondent's general intention to enlist, recruiter contact, perceived ease of finding full-time employment, and discussions with parents about enlisting. As shown in Table 2-8, 62.6 percent of males and 61.2 percent of females were categorized as high aptitude.

An aptitude by age breakdown shows males to be predominantly in the high aptitude category regardless of age (ranging from 59.6 percent to 66.4 percent). Although the majority of females were also in the high aptitude category (61 percent of the 18-19 year-olds, 66.2 percent of the 20-21 year-olds, and 70.5 percent of the 22-24 year-olds), those who

Table 2-8.   Fall 1992 YATS - Aptitude Status, by Gender and Age

Gender/ Aptitude[a]	16-17 Year-Olds Count* (000's)	Percent[•]	18-19 Year-Olds Count* (000's)	Percent[•]	20-21 Year-Olds Count* (000's)	Percent[•]	22-24 Year-Olds Count* (000's)	Percent[•]	Total Percent[•]
Males									
High Aptitude	2,064	59.6	2,156	61.2	2,326	61.4	3,413	66.4	62.6
Low Aptitude	1,398	40.4	1,366	38.8	1,460	38.6	1,728	33.6	37.4
Total	3,462	100.0	3,521	100.0	3,786	100.0	5,141	100.0	100.0
Females									
High Aptitude	1,306	40.1	2,130	61.0	2,578	66.2	3,831	70.5	61.2
Low Aptitude	1,951	59.9	1,363	39.0	1,319	33.8	1,601	29.5	38.8
Total	3,257	100.0	3,492	100.0	3,897	100.0	5,432	100.0	100.0

Notes: * Estimated population counts are in thousands. Cell estimated population counts may not sum to the total estimated population due to rounding and missing information for some cases.

• Percentage distributions may not sum to 100.0 due to rounding.

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V of the AFQT.

Source: Q402, CALCAGE, AFQTLOGP, and AFQTHIGP.

were 16-17 years old were mostly in the low aptitude category (59.9 percent).

Summary of Population Characteristics

The YATS population has been described in terms of eight demographic characteristics. These include age, gender, marital status, race/ethnicity, school status, employment status, geographical location, and aptitude. The age distribution was similar to the national distribution of youth in the 16-24 year-old age range.

Marital, school, and employment status were found to be directly related to respondent age. In addition, marital and employment status were found to be gender sensitive. Respondents in older age groups were more likely to be married than those in the younger age categories, and females were more likely to be married than males. Similar gender differences were noted for employment status. The proportion of the population employed increased with age for both males and females. Within age groups, however, males were more likely than females to be employed. This distinction was especially true for the older youth groups.

As expected, school status was linked to age. The 16-17 year-olds were primarily high school students, whereas the majority of the 22-24 year-olds were high school graduates.

Race distributions did not vary substantially across gender and age groupings. Whites accounted for more than 76 percent of the population, whereas Blacks and Hispanics comprised approximately 14 and 6 percent, respectively.

3. ENLISTMENT PROPENSITY FOR THE ACTIVE MILITARY SERVICES

This year marks the eighteenth year that composite and Service-specific enlistment propensity levels have been measured annually using the YATS survey data. These propensity measures have been used as critical indicators of recruiting markets by the Department of Defense (DoD) and the individual Military Services. This chapter presents basic findings from the 1992 YATS survey on the likelihood of enlistment in each of the active Military Services. The composite and Service-specific propensity results for 1992 YATS respondents, along with socio-demographic correlates of propensity, are discussed in this chapter.

Propensity Measures

Propensity for active military service was measured using questions in which respondents were asked about their likelihood (i.e., definitely, probably, probably not, or definitely not) of serving in the active Army, Navy, Air Force, Marine Corps, or Coast Guard. These questions were asked for each Service using the format: "How likely is it that you will be serving on active duty in the [Service]?" Enlistment propensity for each Service is defined as "positive" if the youth responded "definitely" or "probably" to the question. "Negative" propensity is represented by the responses, "probably not" or "definitely not," or if the youth responded "don't know"

or refused to answer the question. Positive composite active propensity is the percentage of respondents who indicated they would "definitely" or "probably" enlist in one or more of the Active Services. (The Coast Guard is not included in the measurement of composite active propensity.)

"Unaided mention" is an additional measure used to assess level of interest in joining one of the active Military Services. This refers to a response that was volunteered without a specific prompt from the interviewer. Prior to any mention of military enlistment by the interviewer, the following question was asked: "Now let's talk about your plans (after you get out of high school/for the next few years). What do you think you might be doing?" If the respondent indicated that he or she intended to join the military, in general, or one of the Services specifically, then this was recorded as "positive" propensity. After stating this intention, the respondent was asked for a first and second choice of Service that he or she planned to join (if not already indicated), and whether the type of Service would be active, Reserve, or National Guard.

Composite Active and Service-Specific Propensity

Positive composite and Service-specific active propensity as reported by males and females during the YATS Fall 1992

administration are presented in Table 3-1. Propensity measures are presented by four age groups (16-17, 18-19, 20-21, and 22-24 year-olds) for males and collapsed into one group for females. (The reduced sample size for females does not generally support an age-specific analysis of propensity.) In all, 20.6 percent of males and 7.8 percent of females expressed positive composite active propensity for military enlistment. In addition, approximately 5 percent of males and 1 percent of females provided unaided mention of joining the active military, with the 16-17 year-old males being the most likely (11.5 percent) to give such a response.

Positive composite active propensity for males is stated approximately twice as frequently as any Service-specific mention. Also, there is an inverse relationship between positive propensity and age, with the proportion of youth stating positive propensity declining as the age of the youth increases. For example, of the 16-17 year-old youth, 33.7 percent of males expressed positive composite propensity. This measure dropped for 18-19 year-olds to 24.2 percent; then again for 20-21

Table 3-1.   Fall 1992 YATS - Percent Positive Composite Active, Unaided Mention and Service-Specific Propensity, by Gender (and Age for Males)

	Males					Females
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
Composite	33.7 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)	7.8 (0.5)
Unaided Mention	11.5 (0.9)	6.7 (1.0)	2.9 (0.8)	1.8 (0.4)	5.3 (0.4)	0.9 (0.2)
Army	12.3 (1.0)	11.4 (1.2)	8.2 (1.0)	4.2 (0.7)	8.5 (0.4)	3.0 (0.4)
Navy	12.2 (0.9)	8.6 (1.1)	7.1 (1.0)	3.4 (0.6)	7.3 (0.4)	2.7 (0.3)
Air Force	17.9 (1.6)	11.0 (1.1)	7.3 (0.9)	5.8 (0.7)	9.9 (0.5)	4.6 (0.4)
Marine Corps	12.1 (1.1)	10.5 (1.0)	7.4 (1.1)	4.7 (1.1)	8.2 (0.5)	2.0 (0.3)
Coast Guard	7.4 (0.9)	6.2 (0.8)	4.8 (0.8)	4.5 (0.6)	5.6 (0.4)	1.8 (0.3)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,396 interviews.
[b]Estimates are based on 1,739 interviews.
[c]Estimates are based on 1,524 interviews.
[d]Estimates are based on 2,020 interviews.
[e]Estimates are based on 6,679 interviews.
[f]Estimates are based on 3,908 interviews.

Source: Q402, CALCAGE, CPYATS82, Q438JOIN, and Q509-Q513.

year-olds to 17.7 percent; and finally to 11.4 percent for 22-24 year-olds.

For the four age groups of males (see Figure 3-1) and the total group of females, the highest percentages of reported positive propensity were observed for the Air Force and Army. The Coast Guard was the least frequently cited for both males (5.6 percent) and females (1.8 percent).

In 1991, males more frequently reported a positive propensity to enlist in the Navy than in the Marine Corps; however, this year the reverse was true. This pattern holds for each of the age groups except for 16-17 year-olds who indicated approximately the same positive propensity for Marine Corps enlistment (12.1 percent) as they did for the Navy (12.2 percent).

Propensity by Sociodemographic Characteristics

The percentages of males in the four age groups (16-17, 18-19, 20-21, and 22-24 year-olds) and the combined group of females who expressed positive propensity are further presented by their sociodemographic characteristics.

Propensity and Race Patterns. The percentage of males (by age group) and females by race expressing positive composite propensity are presented in Table 3-2. As in previous years, a strong relationship between race and propensity is indicated, with Whites least frequently expressing interest in joining the active military. This pattern is reproduced across all age groups for males (see
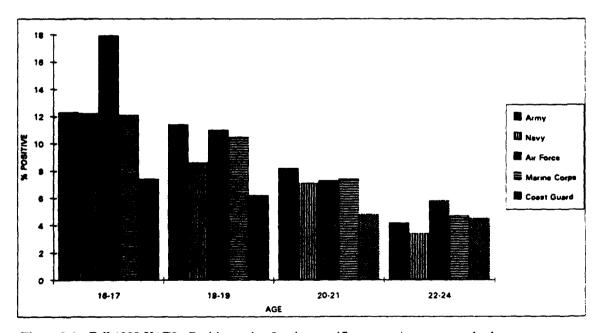
Figure 3-1. Fall 1992 YATS - Positive active Service-specific propensity among males by age.

Table 3-2.   Fall 1992 YATS - Percent Positive Composite Active Propensity, by Race and Gender
            (and Age for Males)

| Race | Males | | | | | Females |
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
White	32.5 (1.8)	19.5 (1.5)	14.5 (1.4)	8.5 (1.0)	17.5 (0.6)	5.9 (0.5)
Black	37.8 (6.6)	42.8 (6.5)	29.9 (4.4)	29.8 (8.1)	34.8 (3.4)	14.4 (2.2)
Hispanic	41.1 (5.9)	37.9 (5.6)	28.2 (5.6)	24.5 (4.6)	32.3 (2.8)	14.5 (2.4)
Other[g]	27.1 (5.1)	31.0 (5.7)	22.8 (4.0)	11.3 (−)	21.2 (2.3)	10.1 (−)
Total	33.7 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,396 interviews.
[b]Estimates are based on 1,739 interviews.
[c]Estimates are based on 1,524 interviews.
[d]Estimates are based on 2,020 interviews.
[e]Estimates are based on 6,679 interviews.
[f]Estimates are based on 3,908 interviews.
[g]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(−) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, APPOSNEG, Q714, and Q715.

Figure 3-2), and for females in general. Among 16-17 year-old males, Blacks (37.8 percent) and Hispanics (41.1 percent) more frequently expressed positive propensity than Whites (32.5 percent). Similarly, for 18-19 year-old males, 42.8 percent of Blacks and 37.9 percent of Hispanics indicated positive propensity, compared to 19.5 percent of the Whites.

The two older age groups exhibited a similar pattern. For 20-21 year-old males, 29.9 percent of Blacks and 28.2 percent of Hispanics, compared to 14.5 percent of

Whites, held positive intentions with regard to enlistment in the military. Finally, among 22-24 year-olds, only 17.5 percent of Whites indicated positive propensity in contrast to the 29.8 percent of Blacks and 24.5 percent of Hispanics who indicated positive propensity.

Because fewer than half as many women as men were interviewed (a consequence of the sample design), it was not feasible to evaluate female propensity at the same level of detail as male propensity. Nonetheless, it is clear that minority women (14.4 percent of Blacks and 14.5 percent of Hispanics) expressed enlistment propensity

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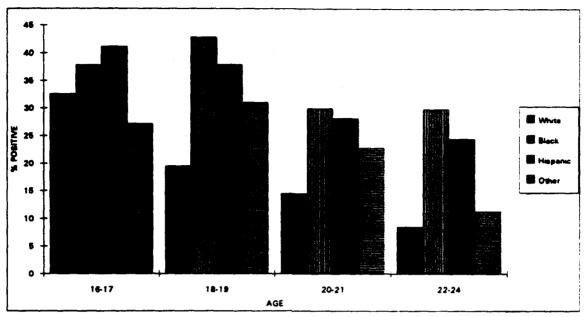
Figure 3-2. Fall 1992 YATS - Positive composite active propensity among males by race/ethnicity and age.

more frequently than White women (5.9 percent).

Propensity and School Status Patterns. Table 3-3 presents positive composite active propensity of the YATS sample by school status and gender, as well as by age group for males. Youth who most frequently expressed positive propensity were non-senior high school students (40.4 percent of males [see Figure 3-3] and 16.6 percent of females). For females, the groups next most frequently exhibiting positive propensity were high school seniors (11.5 percent) and female non-completers (11.3 percent). Postsecondary males and females were the least likely to exhibit positive propensity to serve in the active military (11.1 percent for males and 5.0 percent for females).

Propensity and Regional Patterns. Positive composite active propensity for the

1992 YATS sample by region and gender (and age for males) is shown in Table 3-4. Consistent with historical patterns, males in the South expressed the highest percentages of positive propensity (24.6 percent). While this generally held true when propensity was broken down by age groups (36.0 percent of the 16-17 year-olds, 21.4 percent of the 20-21 year-olds, and 17.5 percent for 22-24 year-olds), 18-19 year-old males in the South exhibited the same percentage of positive propensity (27.2 percent) as their counterparts in the Northeast (27.6 percent).

Unique this year was the fact that the highest proportion of females demonstrating positive propensity came from the Northeast (9.2 percent) (Table 3-4). In previous years, females from the South and West showed the highest aggregate positive propensity; this year, females in those regions indicated the

Table 3-3.   Fall 1992 YATS - Percent Positive Composite Active Propensity, by School Status and Gender (and Age for Males)

| School Status[a] | Males | | | | | Females |
	16-17 Year-Olds[b]	18-19 Year-Olds[c]	20-21 Year-Olds[d]	22-24 Year-Olds[e]	Total[f]	Total[g]
Postsecondary Student	19.9 (--)	9.8 (1.2)	11.1 (1.3)	12.3 (2.5)	11.1 (1.0)	5.0 (0.5)
High School Graduate	35.2 (--)	23.4 (3.2)	18.2 (2.2)	10.4 (1.5)	15.4 (1.2)	5.7 (1.0)
High School Senior	24.2 (2.2)	36.2 (3.2)	36.2 (--)	57.3 (--)	29.4 (1.9)	11.5 (1.8)
Non-Senior High School Student	38.6 (2.4)	57.8 (10.3)	100.0 (--)	72.5 (--)	40.4 (2.4)	16.6 (2.0)
Non-Completer	48.1 (9.3)	39.8 (5.5)	31.4 (5.1)	20.8 (4.1)	30.5 (2.8)	11.3 (2.7)
Total	33.7 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school.

High school graduates are respondents who are not students but have graduated from high school.

Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

[b]Estimates are based on 1,396 interviews.

[c]Estimates are based on 1,739 interviews.

[d]Estimates are based on 1,524 interviews.

[e]Estimates are based on 2,020 interviews.

[f]Estimates are based on 6,679 interviews.

[g]Estimates are based on 3,908 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, APPOSNEG, Q404A, Q407, and Q408C.

second highest aggregate positive propensity to join the active military (8.5 percent).

Propensity and Aptitude Patterns. As discussed previously, aptitude scores were calculated from survey variables used to construct predicted scores on the Armed Forces Qualification Test (AFQT). High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT and low

aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 3-5 presents the percentages of high and low aptitude YATS respondents, by age, of both males and females who indicated positive composite active propensity. Low aptitude youth were more likely than high aptitude youth to indicate positive propensity. Low aptitude youth who were 16-17 years of
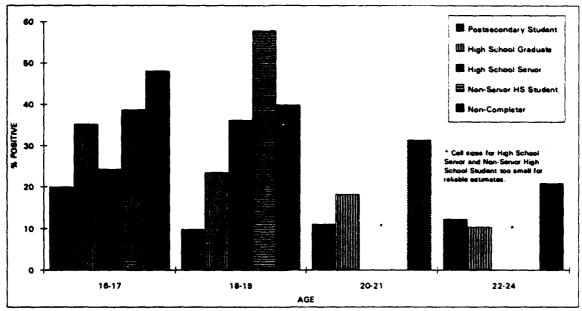
Figure 3-3. Fall 1992 YATS - Positive composite active propensity among males by school status and age.

age had the highest positive propensity (42.2 percent of males and 18.9 percent of females). High aptitude 22-24 year-olds showed the lowest propensity (7.4 percent of males and 2.1 percent of females).

These data provide useful information about the expected aptitude of the YATS population. There were substantial differences between positive propensity of those with high aptitude and those with low aptitude for both males (14.9 percent vs. 30.1 percent, respectively) and females (4.5 percent vs. 13.1 percent, respectively). In general, youth with low aptitude were more likely to express interest in joining active military service. This result is consistent with the recruiting commands' experience; they find it more difficult to recruit high aptitude youth.

Propensity and Employment Status Patterns. Respondents' employment status also appears to be related to the expression of propensity. Table 3-6 presents positive propensity by employment status and gender (and age group for males). Youth who were not employed but looking for work were more likely to indicate a propensity for active military service (34.6 percent of males and 13.3 percent of females). This is an expected finding. However, males who were employed and males who were not employed and not looking for work showed nearly the same propensity to join the military (17.5 percent and 17.6 percent, respectively).

When examining differences among the age groupings of males, those who were 18-19 years of age and were not employed but

Table 3-4.   Fall 1992 YATS - Percent Positive Composite Active Propensity, by Region and Gender
(and Age for Males)

| | Males | | | | | Females |
Region	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
Northeast	31.1 (4.1)	27.6 (3.4)	16.3 (2.4)	7.3 (1.9)	18.2 (1.3)	9.2 (1.6)
North Central	31.4 (2.9)	20.3 (2.8)	14.9 (2.6)	6.2 (1.5)	17.1 (1.2)	5.6 (0.8)
South	36.0 (3.0)	27.2 (2.3)	21.4 (2.2)	17.5 (2.1)	24.6 (1.2)	8.5 (0.9)
West	34.7 (3.1)	19.4 (3.0)	15.5 (3.6)	11.4 (2.4)	19.8 (1.6)	8.5 (1.1)
Total	33.7 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

[a] Estimates are based on 1,396 interviews.
[b] Estimates are based on 1,739 interviews.
[c] Estimates are based on 1,524 interviews.
[d] Estimates are based on 2,020 interviews.
[e] Estimates are based on 6,679 interviews.
[f] Estimates are based on 3,908 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, APPOSNEG, and REGION.

looking for work expressed the highest positive propensity (40.7 percent), (see Figure 3-4). By age group, males who were not employed and not looking for work showed the least aggregate interest in joining the military. For employed male respondents, the 16-17 year-olds had the highest aggregate propensity (32.8 percent), whereas the 22-24 year-olds showed the lowest aggregate propensity (10.6 percent).

Summary of Sociodemographic Correlates of Propensity

The general findings from the analysis of the 1992 YATS sample on the likelihood of enlistment in each of the active Military Services were presented in this chapter.   Composite and Service-specific propensity were also examined for socio-demographic groups.   The sociodemographic characteristics of individuals with positive propensity were classified according to race, school status, region of residence, aptitude, and employment status.

In all, 20.6 percent of males and 7.8 percent of females expressed positive composite active propensity.   An inverse relationship between positive propensity and age was shown, with propensity declining as the age of the respondent increased.   The

Table 3-5. Fall 1992 YATS - Percent Positive Composite Active Propensity, by Aptitude, Gender and Age

Aptitude[a]	16-17 Year-Olds[b]	18-19 Year-Olds[c]	20-21 Year-Olds[d]	22-24 Year-Olds[e]	Total[f]
Males					
High Aptitude	27.9 (2.0)	17.4 (1.4)	11.9 (1.1)	7.4 (0.8)	14.9 (0.6)
Low Aptitude	42.2 (2.5)	34.9 (2.6)	26.9 (2.8)	19.3 (2.8)	30.1 (1.3)
Total	33.6 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)

	16-17 Year-Olds[g]	18-19 Year-Olds[h]	20-21 Year-Olds[i]	22-24 Year-Olds[j]	Total[k]
Females					
High Aptitude	7.8 (1.5)	6.5 (1.2)	4.6 (0.8)	2.1 (0.5)	4.5 (0.4)
Low Aptitude	18.9 (2.4)	13.4 (2.2)	10.1 (--)	8.4 (--)	13.1 (1.1)
Total	14.4 (1.4)	9.2 (1.2)	6.4 (1.2)	4.0 (0.7)	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

[a] High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V of the AFQT.
[b] Estimates are based on 1,396 interviews.
[c] Estimates are based on 1,739 interviews.
[d] Estimates are based on 1,524 interviews.
[e] Estimates are based on 2,020 interviews.
[f] Estimates are based on 6,679 interviews.
[g] Estimates are based on 777 interviews.
[h] Estimates are based on 997 interviews.
[i] Estimates are based on 920 interviews.
[j] Estimates are based on 1,214 interviews.
[k] Estimates are based on 3,908 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, CPYATS82, AFQTHIGP, AFQTLOGP.

highest propensity responses by both males and females were for the Air Force and Army.

Consistent with previous YATS surveys, there exists a strong relationship between race and propensity, with Black, Hispanic, and Other (race/ethnicity) youth more likely to express interest in joining the active military than White youth. This trend occurred across all age groups for males (except for the "Other" category among 16-17 year-olds), and for females in general. Eighteen to nineteen year-old Black males were the most likely group to report positive propensity.

School status analyses found that non-senior high school students were the most

Table 3-6.   Fall 1992 YATS - Percent Positive Composite Active Propensity by Employment Status and Gender (and Age for Males)

| Employment Status | Males | | | | | Females |
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
Employed	32.8 (2.0)	22.6 (1.8)	15.9 (1.5)	10.6 (1.1)	17.5 (0.6)	7.5 (0.6)
Not Employed, Looking	39.5 (3.2)	40.7 (4.3)	32.9 (4.8)	20.6 (4.9)	34.6 (2.2)	13.3 (2.1)
Not Employed, Not Looking	29.2 (3.5)	12.1 (2.0)	10.3 (2.0)	5.9 (--)	17.6 (1.6)	5.2 (1.0)
Total	33.7 (1.7)	24.2 (1.3)	17.7 (1.3)	11.4 (1.2)	20.6 (0.6)	7.8 (0.5)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,396 interviews.
[b]Estimates are based on 1,739 interviews.
[c]Estimates are based on 1,524 interviews.
[d]Estimates are based on 2,020 interviews.
[e]Estimates are based on 6,679 interviews.
[f]Estimates are based on 3,908 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q403A, Q404A, Q407, Q408C, Q416, Q417, CALCAGE, and APPOSNEG.

likely to express positive propensity. The next groups most likely to exhibit positive propensity were the high school seniors and non-completers.

Consistent with historical trends, male respondents in the South region expressed the highest levels of propensity; next were males from the West region. However, for females in 1992, those in the Northeast region indicated the greatest interest in the military; those in the South and West indicating the same second highest propensity.

There were substantial differences between expressed positive propensity of youth with high aptitude and those with low aptitude among both males and females. Consistent with the Recruiting Commands' experiences, youth with low aptitude were more likely to indicate interest in joining active military service than high aptitude youth.

Respondents' employment status also appears to be related to propensity. Youth who were not employed but looking for work were the most likely to indicate a propensity for enlistment in the active military.
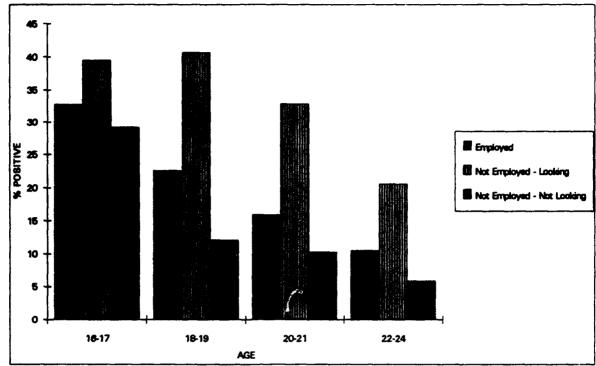
Figure 3-4. Fall 1992 YATS - Positive composite active propensity among males by employment status and age.

4. ENLISTMENT PROPENSITY FOR THE NATIONAL GUARD AND RESERVES

This chapter examines 1992 YATS respondents' likelihood of enlistment in the Reserve Components. As in previous YATS administrations (1989 and 1990), two versions of Reserve propensity questions were asked. Half of the respondents received an introduction prior to the Reserve propensity questions (1990 version), while the other half received the Reserve propensity questions without an introduction (version used in 1989 and previously). This year's introductory text was the same text that was introduced in the 1990 YATS questionnaire, but this was different from the text used in the 1991 YATS questionnaire. Once again, significant differences were found between the two Reserve propensity versions (i.e., with and without introductory text). Following the standard set in previous YATS reports, only respondents who received the Reserve propensity version, with no introductory text, (1989 version) are reported in this chapter. A comparison of the results gathered during this 1992 administration, using the Reserve propensity questionnaire versions with and without an introduction, are provided in Appendix A. Differences between the two Reserve propensity versions are also discussed in terms of the 1990 results and 1992 results (Appendix A).

Propensity Measures

The measurement of Reserve propensity is based on answers to two questions: "How likely is it that you will be serving in the National Guard?" and "How likely is it that you will be serving in the Reserves?" As in the case of active component propensity, positive National Guard and Reserve propensity is defined as a "definitely" or "probably" response to the corresponding questions. All other responses are considered indicators of negative propensity. The aggregate of positive responses is the measure of composite Reserve propensity.

Composite Reserve and Service-Specific Propensity by Age

Overall, positive composite Reserve propensity was expressed by 15.0 percent of males and 7.1 percent of females (Table 4-1). As observed in the active component measures, there was a general decline in the proportion of youth reporting positive Reserve Component propensity as age increased (see Figure 4-1). For example, positive composite Reserve propensity declines from a high of 23.8 percent for 16-17 year-old

Table 4-1. Fall 1992 YATS - Percent Positive Composite Reserve Unaided Mention and Service-Specific Propensity, by Gender (and Age for Males)

	Males					Females
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
Composite	23.8 (1.8)	18.7 (2.0)	11.9 (1.8)	9.2 (1.0)	15.0 (0.7)	7.1 (0.8)
Unaided Mention	12.6 (1.5)	7.7 (1.7)	2.2 (–)	1.2 (–)	5.3 (0.6)	1.3 (0.3)
National Guard	9.2 (1.3)	8.0 (1.5)	6.2 (1.1)	4.4 (0.8)	6.6 (0.6)	2.9 (0.5)
Army National Guard	4.4 (0.9)	4.5 (0.9)	4.0 (1.1)	2.6 (0.6)	3.7 (0.4)	2.2 (0.4)
Air National Guard	4.7 (1.1)	3.6 (–)	2.1 (–)	1.3 (–)	2.7 (0.4)	0.7 (–)
Reserves	20.0 (1.7)	16.6 (1.8)	9.6 (1.6)	7.6 (1.0)	12.7 (0.6)	6.0 (0.8)
Army Reserve	5.3 (0.9)	5.4 (1.1)	4.7 (1.1)	2.1 (0.5)	4.1 (0.4)	2.0 (0.5)
Naval Reserve	3.2 (0.8)	1.5 (–)	1.3 (–)	0.6 (–)	1.5 (0.3)	1.4 (0.4)
Air Force Reserve	5.6 (1.1)	2.6 (–)	1.3 (–)	1.8 (0.5)	2.7 (0.3)	1.8 (0.4)
Marine Corps Reserve	5.3 (1.3)	5.0 (1.1)	1.1 (–)	1.9 (–)	3.1 (0.4)	0.2 (–)
Coast Guard Reserve	0.5 (–)	1.6 (–)	0.9 (–)	1.2 (–)	1.1 (0.2)	0.5 (–)

Note: • Tabled values are percentages with standard errors in parentheses.

• Responses are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 678 interviews.
[b]Estimates are based on 818 interviews.
[c]Estimates are based on 746 interviews.
[d]Estimates are based on 989 interviews.
[e]Estimates are based on 3,231 interviews.
[f]Estimates are based on 1,901 interviews.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, RSVNG84, Q438JOIN, and Q505-Q508.

males, to 18.7 percent for 18-19 year-old males, to 11.9 percent for 20-21 year-old males, to a low of 9.2 percent for 22-24 year-old males.

Positive National Guard and Reserve Service-specific propensity percentages are also reported in Table 4-1. In contrast to the pattern observed among males for active propensity, among the Reserve Services, the Army and the Marine Corps elicited the highest proportion of positive propensity (4.1 and 3.1 percent, respectively). For both the Reserve and National Guard Service-specific measures, a greater proportion of males reported positive propensity for the Army than for the Air Force. Females displayed a pattern similar to the one observed for their active propensity -- the highest Reserve propensity percentages were reported for the Army Reserve (2 percent) and the Air Force Reserve (1.8 percent).
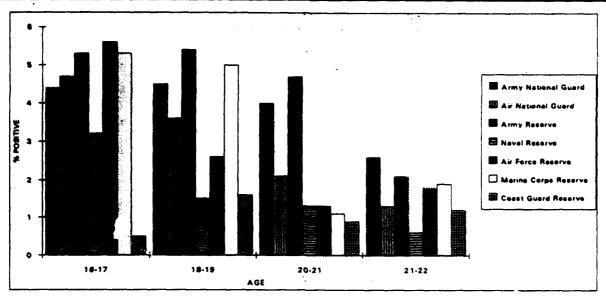
Figure 4-1. Fall 1992 YATS - Positive Reserve Component-specific propensity among males by age.

Sociodemographic Correlates of Propensity

The sociodemographic characteristics of individuals with positive propensity (i.e., those most likely to join the Reserves) are discussed in this section. The percentages of males and females expressing positive propensity are classified according to race, school status, region of residence, aptitude, and employment status as in the previous chapter.

Propensity and Race Patterns. Table 4-2 displays percentages of youth with positive composite Reserve propensity for males and females by race. Analogous to active propensity, Reserve propensity also varied by race: Hispanic males (25.4 percent), Black males (22.7 percent), and Other race/ethnicity males (23.4 percent) more frequently expressed positive propensity than White males (12.7 percent). Among females,

Hispanics (14.7 percent) and Blacks (14.6 percent) also indicated that they were more likely to enlist than Whites (4.6 percent).

Propensity and School Status Patterns. Table 4-3 presents the percentage of respondents indicating positive composite Reserve propensity by school status and gender. Similar to the active propensity results, it appears that the youth most often expressing enlistment propensity for the Reserves are those who are non-senior high school students (25.2 percent of males and 13.3 percent of females). Youth enrolled in postsecondary school are the least likely to express positive propensity for the Reserves (9.2 percent of males and 5.6 percent of females).

Propensity and Region Patterns. Table 4-4 presents the positive composite Reserve propensity by region and gender. Males in the South expressed positive Reserve propensity more frequently than males from

Enlistment Propensity for the National Guard and Reserves

Table 4-2.   Fall 1992 YATS - Percent Positive Composite Reserve Propensity, by Race and Gender

Race	Males[a]		Females[b]	
White	12.7	(0.7)	4.6	(0.8)
Black	22.7	(3.1)	14.6	(2.7)
Hispanic	25.4	(3.5)	14.7	(3.5)
Other[c]	23.4	(3.8)	12.7	(--)
Total	15.0	(0.7)	7.1	(0.8)

Note: • Tabled values are percentages with standard errors in parentheses.

• Responses are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 3,231 interviews.
[b]Estimates are based on 1,901 interviews.
[c]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, RPPOSNEG, Q714, and Q715..

any other region (19 percent). The next highest region reporting positive Reserve propensity was the West (13.7 percent).

Patterns of propensity by region for females differed from those found for males. Females in the Northeast showed the highest positive Reserve propensity (9.5 percent), followed by the South (8.2 percent).

Propensity and Aptitude Patterns. As discussed previously, aptitude scores were calculated from survey variables used to predict respondents' scores on the Armed Forces Qualification Test (AFQT). High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT and low aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 4-5 presents the percentages of the YATS male and female respondents by age with positive composite Reserve propensity for the predicted high and low aptitude groups. Low aptitude males (20.1 percent) and females (11.6 percent) more frequently expressed positive Reserve propensity than their high aptitude counterparts.

Among low aptitude males, the 18-19 year-olds most frequently expressed positive Reserve propensity (29.4 percent) (see Figure 4-2). This finding differed from the positive active propensity, where 16-17 year-old males most frequently expressed positive propensity. High aptitude 22-24 year-old males exhibited the least interest in joining the Reserves (8.2 percent)..

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Table 4-3.   Fall 1992 YATS - Percent Positive Composite Reserve Propensity, by School Status and Gender

School Status[a]	Males[b]		Females[c]	
Postsecondary Student	9.2	(0.9)	5.6	(0.9)
High School Graduate	11.4	(1.4)	6.1	(1.4)
High School Senior	23.8	(3.0)	9.0	(2.1)
Non-Senior High School Student	25.2	(2.3)	13.3	(2.7)
Non-Completer	19.7	(3.3)	9.4	(--)
Total	15.0	(0.7)	7.1	(0.8)

Note: • Tabled values are percentages with standard errors in parentheses.
         • Responses are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school.
  High school graduates are respondents who are not students but have graduated from high school.
  Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.
[b]Estimates are based on 3,231 interviews.
[c]Estimates are based on 1,901 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, RPPOSNEG, Q404A, Q407, and Q408C.

Propensity and Employment Status Patterns. Respondents' employment status also appears to be related to positive composite Reserve propensity. Table 4-6 presents positive propensity by employment status and gender, as well as by age group, for males. Overall, the males and females who were not employed but looking for work indicated positive propensity for the Reserves most frequently (21.2 percent of males, 12 percent of females).

Summary of Sociodemographic Correlates of Propensity

Only those respondents who were administered the 1989 version of propensity questions were used to assess likelihood of enlisting in the Reserve Components (i.e., half sample). The sociodemographic characteristics used to describe respondents with positive Reserve propensity were identical to those used in Chapter 3.

Table 4-4.   Fall 1992 YATS - Percent Positive Composite Reserve Propensity, by Region and Gender

Region	Males[a]		Females[b]	
Northeast	12.8	(1.4)	9.5	(1.9)
North Central	11.8	(1.4)	4.1	(1.1)
South	19.0	(1.5)	8.2	(1.4)
West	13.7	(1.7)	6.8	(2.1)
Total	15.0	(0.7)	7.1	(0.8)

Note: • Tabled values are percentages with standard errors in parentheses.

         • Responses are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a]Estimates are based on 3,231 interviews.
[b]Estimates are based on 1,901 interviews.
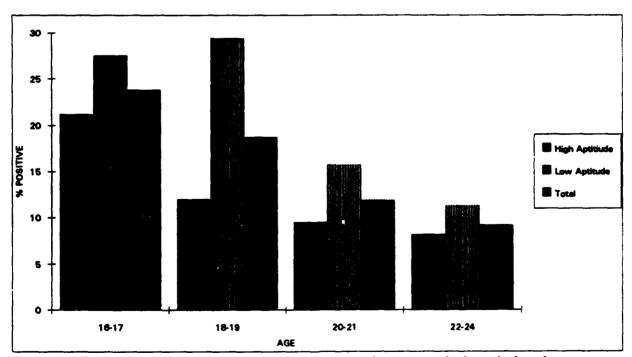
Source: Q402, CALCAGE, REGION, and RPPOSNEG.

Figure 4-2. Fall 1992 YATS - Positive composite Reserve propensity among males by aptitude and age.

Table 4-5. Fall 1992 YATS - Percent Positive Composite Reserve Propensity, by Aptitude, Gender, and Age

Aptitude[a]	16-17 Year-Olds[b]	18-19 Year-Olds[c]	20-21 Year-Olds[d]	22-24 Year-Olds[e]	Total[f]
Males					
High Aptitude	21.2 (2.1)	12.0 (1.8)	9.5 (1.2)	8.2 (1.2)	11.9 (0.7)
Low Aptitude	27.5 (3.3)	29.4 (3.6)	15.7 (3.9)	11.3 (2.4)	20.1 (1.5)
Total	23.8 (1.8)	18.7 (2.0)	11.9 (1.8)	9.2 (1.0)	15.0 (0.7)

	16-17 Year-Olds[g]	18-19 Year-Olds[h]	20-21 Year-Olds[i]	22-24 Year-Olds[j]	Total[k]
Females					
High Aptitude	6.1 (--)	5.0 (--)	4.7 (--)	2.7 (--)	4.2 (0.7)
Low Aptitude	13.9 (2.7)	13.1 (--)	8.0 (--)	10.3 (--)	11.8 (1.7)
Total	10.7 (1.7)	8.4 (1.6)	5.8 (1.3)	4.8 (1.4)	7.1 (0.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a] High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) of the Armed Forces Qualification Test (AFQT). Low aptitude is defined as predicted scores in Categories IIIB-V of the AFQT.
[b] Estimates are based on 678 interviews.
[c] Estimates are based on 818 interviews.
[d] Estimates are based on 746 interviews.
[e] Estimates are based on 989 interviews.
[f] Estimates are based on 3,231 interviews.
[g] Estimates are based on 372 interviews.
[h] Estimates are based on 488 interviews.
[i] Estimates are based on 456 interviews.
[j] Estimates are based on 585 interviews.
[k] Estimates are based on 1,901 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, CPYATS82, AFQTHIGP, AFQTLOGP.

Overall, 15.0 percent of males and 7.1 percent of females expressed positive composite Reserve propensity. As observed in the active component measures, there was a general decline in the proportion of males reporting positive Reserve Component propensity as age increased. The highest propensity proportions differed for males and females. The Army and Marine Corps were highest for males, and the Army and Air Force were highest for females.

Consistent with active propensity, Reserve propensity varied by race/ethnicity, with nonwhites expressing interest in joining the military more frequently than Whites. Black and Hispanic males far more frequently

Table 4-6.   Fall 1992 YATS - Percent Positive Composite Reserve Propensity, by Employment Status and Gender (and Age for Males)

Employment Status	Males					Females
	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]	Total[f]
Employed	25.3 (3.0)	18.3 (2.4)	10.1 (1.4)	9.7 (1.1)	13.7 (0.8)	6.5 (1.0)
Not Employed, Looking	25.0 (3.9)	28.3 (5.2)	20.7 (--)	6.8 (--)	21.2 (2.1)	12.0 (2.4)
Not Employed, Not Looking	20.7 (4.2)	10.0 (--)	10.1 (--)	7.7 (--)	13.9 (2.3)	5.2 (--)
Total	23.8 (1.8)	18.7 (2.0)	11.9 (1.8)	9.2 (1.0)	15.0 (0.7)	7.1 (0.8)

Note: • Tabled values are percentages with standard errors in parentheses.

   • Responses are reported only for individuals administered the 1989 version of propensity questions (1/2 sample).

[a] Estimates are based on 678 interviews.
[b] Estimates are based on 818 interviews.
[c] Estimates are based on 746 interviews.
[d] Estimates are based on 989 interviews.
[e] Estimates are based on 3,231 interviews.
[f] Estimates are based on 1,901 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, Q403A, Q404A, Q407, Q408C, Q416, Q417, CALCAGE, and RPPOSNEG.

expressed positive propensity than White males. This pattern was shown among females as well.

Similar to the active propensity results, it appears as though youth most propensed to enlist in the Reserves are non-senior high school students. Those least frequently stating an enlistment propensity were in postsecondary programs.

Youth in the South region revealed the highest proportions of overall positive Reserve propensity. Similar to the active propensity reports, males in the West reported the next highest levels of positive propensity.

There were substantial differences between propensity of youth with high aptitude and those with low aptitude, for both males and females. Reserve propensity was more often indicated by males and females with predicted low aptitude than by those with predicted high aptitude.

Respondents' employment status also appears to be related to positive composite Reserve propensity. Overall, males and females who were not employed but looking for work indicated the most interest in joining the Reserves.

5. MILITARY ADVERTISING

This chapter summarizes the 1992 YATS respondents' awareness of military advertising and their recognition of Service-specific advertising slogans. Military advertising awareness among the population of young people is described in terms of gender and age groupings (i.e., 16-17 year-olds, 18-19 year-olds, 20-21 year-olds, and 22-24 year-olds). Within these groups, further distinctions are made by selected sociodemographic characteristics and propensity/behavioral subgroups.[1] YATS respondents' recognition of Service-specific advertising slogans is also discussed in this chapter.

Unaided Advertising Awareness

As an indicator of "unaided" advertising awareness, respondents were asked two questions in this year's YATS.[2] First, all respondents were asked: "Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?" Those respondents who provided a positive reply to the first question were then asked: "For which Military Services did you see this kind of advertising?" This question is termed "unaided" because respondents were asked to indicate recall of specific Service advertising without first being presented a list of Services.

In response to the first question, the majority of youth expressed that they had seen or heard advertising for the military within the past year (85.6 percent of males and 83.4 percent of females). Table 5-1A presents estimates of the frequency of unaided advertising awareness for each Service among youth recalling advertising, by gender. Youth most often recalled Army advertising (87.3 percent of males and 84.7 percent of females). The next most frequently recalled advertising was for the Marine Corps (72.0 percent of males and 59.6 percent of females). Following these two Services, in declining order, were the Air Force, Navy, and Coast Guard. Figure 5-1 displays the percentages of respondents who indicated they had seen the various Services' advertising. While the relative ordering of expressed recall of the Services' advertising is similar for males and females, males indicated significantly more awareness of Military Services' advertising than females.

The 1992 YATS questionnaire included a specific question about Joint Service advertising: "Do you recall seeing or hearing any advertising for the U.S. Armed Forces in which all the Services were represented?" As

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[1] Readers should refer to Chapter 3 for numbers of respondents in each of the categories within a particular sociodemographic subgroup.

[2] The 1992 YATS advertising awareness questions differ from those used in the 1991 YATS administration. Therefore, the results are not strictly comparable between these two years.

Table 5-1A. Fall 1992 YATS - Unaided Advertising Awareness, by Gender				
Service	Males		Females	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	85.6	(0.6)	83.4	(0.9)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army	87.3	(0.6)*	84.7	(0.8)
Navy	53.5	(0.8)*	43.4	(1.0)
Air Force	57.3	(0.8)*	44.4	(1.0)
Marine Corps	72.0	(0.7)*	59.6	(1.2)
Coast Guard	24.2	(0.7)*	16.4	(1.0)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service	39.9	(0.8)*	30.3	(0.9)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,679 interviews for males and 3,908 for females.

[b]Estimates are based on 5,756 interviews for males and 3,294 for females.

*Gender differences were statistically significant at the p=.05 level.

Source: Q402, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

shown in Table 5-1A, 39.9 percent of males and 30.3 percent of females responded positively to this question.

Once advertising recall for a specific Service was mentioned, respondents were asked whether the advertisement was for the active, National Guard and/or Reserve Component (as appropriate). Appendix B provides the advertising awareness results broken down by Service into active, National Guard and/or Reserve Components.

The remainder of this chapter discusses sociodemographic characteristics of individuals recalling exposure to advertising for specific Services. The discussion is presented to determine whether specific population subgroups have a significantly greater or lesser proportion of youth reporting advertising awareness. All tables present male and female responses separately. Some tables further separate responses by age groups. Advertising awareness is presented for youth by school status, aptitude, and geographic region of residence. Appendix C presents advertising awareness for youth by race and employment status.

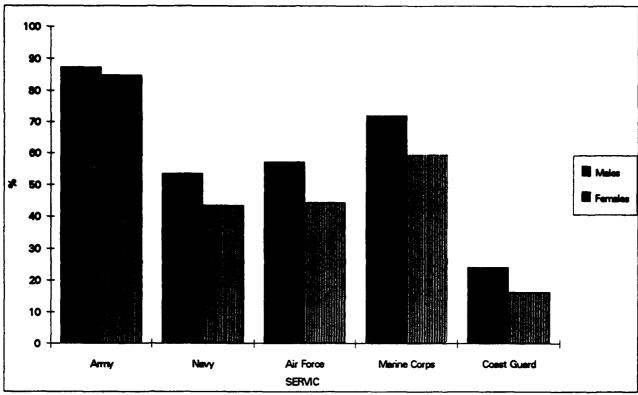Gender and Age. In general, males reported seeing or hearing military advertising

Figure 5-1. Fall 1992 YATS - Unaided advertising awareness by Service and gender.

in greater frequency than their female counterparts (Table 5-1A). This general frequency of advertising awareness, by gender, is consistently observed across all the tables presented in this chapter. Tables 5-1B and 5-1C present unaided advertising awareness by gender for: 16-17 year-olds; 18-19 year-olds; 20-21 year-olds; and 22-24 year-olds. The Army was the most frequently recalled Service by both males and females, and the most likely to name Army advertising were 16-17 year-old males (90.5 percent) and females (86.2 percent).

Examination of the responses within Services and across age groups shows that the

Air Force (58.5 percent) and the Coast Guard (26.1 percent) were recalled by older males more frequently than by other age groups. As shown in Table 5-1B, the 16-17 year-old males recalled significantly more Army advertising 90.5 percent) and Navy advertising (55.2 percent) than did their 22-24 year-old counterparts (86.4 percent for Army and 50.3 percent for Navy). However, 22-24 year-old males recalled significantly more Air Force advertising (58.5 percent) than their 16-17 year-old counterparts (54.1 percent).

Interestingly, there appeared to be a positive association between age and recall for Joint Service advertising. As age increased, so

Table 5-1B.   Fall 1992 YATS - Unaided Advertising Awareness Among Males, by Age

Service	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	89.7 (1.0)[#][+]	89.0 (0.8)[@][&]	85.1 (1.2)[^]	80.8 (1.1)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army	90.5 (1.0)[*][+]	84.6 (1.1)[@]	88.1 (1.3)	86.4 (1.1)
Navy	55.2 (1.5)[+]	56.1 (1.6)[@]	53.6 (1.7)	50.3 (1.5)
Air Force	54.1 (1.5)[+]	57.7 (1.6)	58.3 (1.8)	58.5 (1.3)
Marine Corps	70.4 (1.7)	72.9 (1.5)	71.6 (1.6)	72.7 (1.0)
Coast Guard	23.3 (1.4)	22.8 (1.3)	23.9 (1.6)	26.1 (1.2)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service	34.7 (1.9)[*][#][+]	40.6 (1.2)	40.1 (1.8)	43.2 (1.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on   1,396   interviews for 16-17 year-olds,
                            1,739   interviews for 18-19 year-olds,
                            1,524   interviews for 20-21 year-olds, and
                            2,020   interviews for 22-24 year-olds.

[b]Estimates are based on   1,246   interviews for 16-17 year-olds,
                            1,532   interviews for 18-19 year-olds,
                            1,314   interviews for 20-21 year-olds, and
                            1,664   interviews for 22-24 year-olds.

[*]Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p=.05 level.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p=.05 level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p=.05 level.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

did the frequency of Joint Service advertising recall (Table 5-1B and Table 5-1C).

School Status.   The proportion of males and females in different school status groups reporting unaided awareness for Military Service advertising is presented in Table 5-2A.

In general, there were no consistent relationships exhibited between educational status and Military Service advertising

Table 5-1C.   Fall 1992 YATS - Unaided Advertising Awareness Among Females, by Age

Service	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	84.9 (1.8)[#][+]	83.6 (1.6)[@][&]	84.8 (1.6)[^]	81.3 (1.3)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army	86.2 (1.6)	85.1 (1.9)	84.5 (2.0)	83.5 (1.5)
Navy	45.3 (1.9)	44.5 (1.8)	42.0 (2.5)	42.6 (2.0)
Air Force	41.5 (2.7)*	48.2 (2.0)	46.0 (2.4)	42.5 (2.2)
Marine Corps	5u.1 (2.4)	61.2 (2.2)	58.1 (2.3)	62.0 (2.2)
Coast Guard	16.5 (1.6)	18.1 (1.8)	16.5 (1.9)	15.2 (1.4)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service	27.1 (1.8)[+]	28.3 (2.2)	31.3 (2.2)	32.8 (1.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on   777 interviews for 16-17 year-olds,
    997 interviews for 18-19 year-olds,
    920 interviews for 20-21 year-olds, and
1,214 interviews for 22-24 year-olds.

[b]Estimates are based on   676 interviews for 16-17 year-olds,
    841 interviews for 18-19 year-olds,
    778 interviews for 20-21 year-olds, and
    999 interviews for 22-24 year-olds.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p = .05 level.

#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

awareness. Males in postsecondary school, or who had completed postsecondary school, more frequently reported that they recalled military advertising for the Air Force (61.8 percent), Marine Corps (74.8 percent), and Coast Guard (26.3 percent) than did males with any other educational status. Those males who most frequently recalled Army advertising were non-senior high school students (90.7 percent), and those who most frequently recalled Navy advertising were high school seniors (56.4 percent).

Females showed no consistent relationship between educational status and Service advertising awareness. For example, Marine Corps (65.8 percent) and Air Force (48.2 percent) advertising was recalled most often by postsecondary females; however, for Navy advertising (46.1 percent), it was the females who had dropped out of high school who recalled this advertising most often.

When asked, students with postsecondary education were the most likely to respond that they did recall seeing or hearing Joint Service advertising (43.2 percent of males and 33.5 percent of females).

Results of unaided advertising awareness for males by age groups and school status are presented in Table 5-2B and Figure 5-2, and for females, in Table 5-2C and Figure 5-3. These tables show several significant differences between age groups with particular education status. However, the reader should note that many of the estimates presented in the tables are based on small numbers of respondents and are therefore subject to large sampling errors. For instance, there are very few 20 - 24 year-old high school students.

AFQT Groups. As discussed in previous chapters, a probable aptitude classification (i.e., high or low) was estimated or each respondent. Responses to survey questions about background, school status, grades, and other factors were combined to predict a youth's probability of scoring high or low on the Armed Forces Qualification Test

(AFQT), had he or she taken the test. High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-99) on the AFQT, and low aptitude as predicted scores in Categories IIIB-V (percentiles 1-49).

Table 5-3A presents the estimated percentage of youth who reported unaided awareness of military advertising displayed by aptitude group and gender. Tables 5-3B and 5-3C present the percentage of high and low AFQT males and females, respectively, by age group, who reported unaided awareness of military advertising. Comparisons are made between both aptitude groups and genders. In Tables 5-3A, 5-3B, and 5-3C, cell percentages represent the proportion of youth in each cell who reported being aware of that Service's advertising. For example, of the males with high aptitude, 59.8 percent responded that they recalled Air Force advertising, whereas for males with low aptitude, only 52.6 percent indicated an awareness of Air Force advertising.

In general, high aptitude youth were more likely to report seeing or hearing military advertising than low aptitude youth. Among males, significantly more of those with high aptitude reported advertising awareness compared to those with low aptitude for all Services except the Army. Among females, significantly more of those with predicted high aptitude recalled advertising awareness for the Navy, Marine Corps, and Joint Service.

Table 5-2A. Fall 1992 YATS - Unaided Advertising Awareness, by School Status and Gender

Service/School Status[a]	Males		Females	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	85.6	(0.6)	83.4	(0.9)
If yes, for which Military Services did you see this kind of advertising?[c]				
Army				
Postsecondary Student	87.8	(0.9)	85.4	(1.2)
High School Graduate	86.1	(1.2)	84.4	(1.8)
High School Senior	85.0	(1.7)	86.4	(2.0)
Non-Senior High School Student	90.7	(1.4)*	84.8	(2.2)
Non-Completer	87.2	(2.2)	83.0	(4.2)
Navy				
Postsecondary Student	55.1	(1.4)*	44.7	(1.7)
High School Graduate	51.6	(1.9)*	40.2	(2.3)
High School Senior	56.4	(2.2)*	44.9	(2.6)
Non-Senior High School Student	53.8	(2.0)*	44.7	(3.1)
Non-Completer	50.1	(3.3)	46.1	(4.5)
Air Force				
Postsecondary Student	61.8	(1.3)*	48.2	(1.6)
High School Graduate	57.2	(1.8)*	40.6	(2.2)
High School Senior	56.0	(2.1)*	44.0	(3.2)
Non-Senior High School Student	54.3	(2.2)*	38.6	(4.1)
Non-Completer	51.0	(3.6)	45.4	(5.0)
Marine Corps				
Postsecondary Student	74.8	(1.0)*	65.8	(1.5)
High School Graduate	71.4	(1.5)*	58.2	(2.6)
High School Senior	73.0	(2.2)*	57.9	(3.0)
Non-Senior High School Student	66.8	(2.3)*	53.1	(3.6)
Non-Completer	69.5	(2.9)*	48.8	(3.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

[b]Estimates are based on 6,679 interviews for males and 3,908 for females.

[c]Estimates are based on 5,756 interviews for males and 3,294 for females.

*Gender differences were statistically significant at the p=.05 level.

Source: Q402, Q404A, Q407, Q408C, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-2A.   Fall 1992 YATS - Unaided Advertising Awareness, by School Status and Gender (continued)

Service/School Status[a]	Males		Females	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	85.6	(0.6)	83.4	(0.9)
If yes, for which Military Services did you see this kind of advertising?[c]				
Coast Guard				
Postsecondary Student	26.3	(1.5)*	16.7	(1.0)
High School Graduate	23.4	(1.3)*	16.0	(2.2)
High School Senior	23.6	(1.5)	22.1	(2.3)
Non-Senior High School Student	20.7	(1.8)*	12.7	(2.4)
Non-Completer	24.8	(2.7)*	14.7	(3.4)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[b]				
Joint Service				
Postsecondary Student	43.2	(1.3)*	33.5	(1.5)
High School Graduate	38.9	(1.7)*	31.8	(2.3)
High School Senior	39.5	(2.2)*	29.0	(2.7)
Non-Senior High School Student	32.4	(2.3)*	25.2	(2.3)
Non-Completer	38.9	(3.8)*	22.9	(4.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are not high school students and have not graduated from high school.

[b]Estimates are based on 6,679 interviews for males and 3,908 for females.

[c]Estimates are based on 5,756 interviews for males and 3,294 for females.

*Gender differences were statistically significant at the $p = .05$ level.

Source: Q402, Q404A, Q407, Q408C, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-2B. Fall 1992 YATS - Unaided Advertising Awareness Among Males, by School Status and Age

Service/School Status[a]	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	89.7 (1.0)[#+]	89.0 (0.8)[@&]	85.1 (1.2)[^]	80.8 (1.1)
If yes, for which Military Services did you see this kind of advertising?[c]				
Army				
Postsecondary Student	89.7 (4.9)	87.6 (1.3)	90.0 (1.2)[^]	85.4 (1.8)
High School Graduate	80.9 (--)	85.2 (2.7)	89.6 (1.7)[^]	84.3 (2.1)
High School Senior	89.4 (1.8)[*]	79.0 (3.4)	79.9 (--)	64.5 (--)
Non-Senior High School Student	91.5 (1.2)	77.8 (13.5)	100.0 (--)	100.0 (--)
Non-Completer	87.7 (5.0)	85.0 (4.4)	84.4 (4.4)	91.8 (3.2)
Navy				
Postsecondary Student	62.5 (7.7)	57.6 (2.0)	54.8 (2.1)	52.6 (2.9)
High School Graduate	56.5 (--)	53.5 (4.0)	52.6 (3.9)	50.0 (2.5)
High School Senior	56.9 (2.3)	56.7 (4.3)	44.7 (--)	47.3 (--)
Non-Senior High School Student	54.7 (2.0)	42.7 (--)	0.0 (--)	33.2 (--)
Non-Completer	42.8 (9.1)	55.9 (5.2)	52.3 (5.5)	45.1 (7.2)
Air Force				
Postsecondary Student	69.2 (8.1)	65.5 (1.9)[@]	58.1 (2.3)	61 ^ (2.3)
High School Graduate	43.2 (--)	48.8 (3.8)[@&]	60.4 (2.9)	5? ; (2.6)
High School Senior	54.2 (2.2)	58.0 (4.2)	66.8 (--)	56.2 (--)
Non-Senior High School Student	54.8 (2.2)	42.8 (--)	0.0 (--)	100.0 (--)
Non-Completer	37.3 (8.5)	47.6 (6.0)	56.7 (6.2)	50.2 (5.4)
Marine Corps				
Postsecondary Student	87.6 (4.4)[*#+]	76.8 (1.8)[@]	71.8 (1.8)	75.6 (1.9)
High School Graduate	66.0 (--)	73.9 (2.9)	67.6 (3.2)	72.9 (2.2)
High School Senior	74.3 (2.4)	71.9 (3.6)	65.7 (--)	55.6 (--)
Non-Senior High School Student	68.0 (2.5)	47.7 (10.6)	0.0 (--)	100.0 (--)
Non-Completer	64.3 (8.9)	68.1 (5.4)	75.7 (4.9)	64.7 (6.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

[b]Estimates are based on
- 1,396 interviews for 16-17 year-olds,
- 1,739 interviews for 18-19 year-olds,
- 1,524 interviews for 20-21 year-olds, and
- 2,020 interviews for 22-24 year-olds.

[c]Estimates are based on
- 1,246 interviews for 16-17 year-olds,
- 1,532 interviews for 18-19 year-olds,
- 1,314 interviews for 20-21 year-olds, and
- 1,664 interviews for 22-24 year-olds.

[*]Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the $p = .05$ level.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-2B. Fall 1992 YATS - Unaided Advertising Awareness Among Males, by School Status and Age (continued)

Service/School Status[a]	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	89.7 (1.0)[#+]	89.0 (0.8)[@&]	85.1 (1.2)[*]	80.8 (1.1)
If yes, for which Military Services did you see this kind of advertising?[c]				
Coast Guard				
Postsecondary Student	17.8 (--)	28.2 (1.9)[@]	22.3 (2.0)	29.4 (3.3)
High School Graduate	24.2 (--)	21.3 (2.3)	23.3 (2.9)	24.4 (1.7)
High School Senior	26.7 (2.0)	20.5 (2.9)	0.0 (--)	11.8 (--)
Non-Senior High School Student	21.5 (2.0)	4.9 (--)	0.0 (--)	66.8 (--)
Non-Completer	20.4 (--)	14.9 (--)	29.9 (5.7)	27.4 (5.3)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[b]				
Joint Service				
Postsecondary Student	50.3 (9.8)	43.6 (1.7)	42.0 (1.9)	43.9 (3.0)
High School Graduate	41.5 (--)	35.1 (3.2)	40.3 (3.0)	39.6 (3.0)
High School Senior	39.3 (2.9)	39.0 (3.8)	31.2 (--)	91.6 (--)
Non-Senior High School Student	32.0 (2.4)	30.4 (--)	100.0 (--)	100.0 (--)
Non-Completer	24.6 (--)	44.2 (5.9)	38.7 (6.2)	38.3 (6.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are neither high school nor postsecondary students and have not gradu·~ed from high school.

[b]Estimates are based on   1,396 interviev.: ior 16-17 year-olds,
    1,739 interviews for 18-19 year-olds,
    1,524 interviews for 20-21 year-olds, and
    2,020 interviews for 22-24 year-olds.

[c]Estimates are based on   1,246 interviews for 16-17 year-olds,
    1,532 interviews for 18-19 year-olds,
    1,314 interviews for 20-21 year-olds, and
    1,664 interviews for 22-24 year-olds.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

[*]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-2C. Fall 1992 YATS - Unaided Advertising Awareness Among Females, by School Status and Age

Service/School Status[a]	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	84.9 (1.8)[#][+]	83.6 (1.6)[@][&]	84.8 (1.6)[^]	81.3 (1.3)
If yes, for which Military Services did you see this kind of advertising?[c]				
Army				
Postsecondary Student	86.2 (5.5)	86.3 (1.9)	86.0 (1.8)	83.6 (2.5)
High School Graduate	91.7 (--)	88.0 (2.3)	79.8 (3.9)	85.3 (2.6)
High School Senior	86.3 (2.0)	87.6 (4.1)	76.5 (--)	100.0 (--)
Non-Senior High School Student	85.8 (2.2)	65.8 (--)	100.0 (--)	0.0 (--)
Non-Completer	92.4 (--)	70.3 (11.0)	82.5 (8.8)	90.2 (4.6)
Navy				
Postsecondary Student	39.6 (9.1)	45.8 (2.5)	46.5 (3.0)	41.5 (3.8)
High School Graduate	54.7 (--)	43.5 (5.1)	36.5 (4.7)	40.5 (3.5)
High School Senior	46.7 (2.9)	43.9 (7.8)	8.0 (--)	100.0 (--)
Non-Senior High School Student	44.3 (3.0)	68.0 (--)	0.0 (--)	100.0 (--)
Non-Completer	48.0 (--)	41.0 (--)	47.5 (9.6)	47.2 (--)
Air Force				
Postsecondary Student	46.7 (--)	51.4 (2.4)	47.6 (3.0)	45.4 (4.2)
High School Graduate	51.0 (--)	53.8 (3.7)[@][&]	34.2 (3.8)	37.4 (3.4)
High School Senior	43.3 (3.7)	43.2 (7.4)	53.1 (--)	100.0 (--)
Non-Senior High School Student	39.7 (4.0)	37.0 (--)	0.0 (--)	0.0 (--)
Non-Completer	38.7 (--)	32.9 (--)	62.8 (8.9)	33.2 (--)
Marine Corps				
Postsecondary Student	68.8 (8.8)	63.3 (1.8)[&]	64.3 (3.1)	70.1 (2.6)
High School Graduate	82.9 (--)	60.4 (4.5)	58.1 (4.0)	56.6 (4.1)
High School Senior	59.0 (3.4)	55.4 (6.8)	65.0 (--)	0.0 (--)
Non-Senior High School Student	52.4 (3.8)	57.3 (--)	61.6 (--)	100.0 (--)
Non-Completer	57.6 (--)	57.4 (8.9)	43.9 (--)	48.2 (10.0)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

[b]Estimates are based on
777 interviews for 16-17 year-olds,
997 interviews for 18-19 year-olds,
920 interviews for 20-21 year-olds, and
1,214 interviews for 22-24 year-olds.

[c]Estimates are based on
676 interviews for 16-17 year-olds,
841 interviews for 18-19 year-olds,
778 interviews for 20-21 year-olds, and
999 interviews for 22-24 year-olds.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-2C.   Fall 1992 YATS - Unaided Advertising Awareness Among Females, by School Status
and Age (continued)

Service/School Status[a]	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[b]	84.9 (1.8)[#][+]	83.6 (1.6)[@][&]	84.8 (1.6)[*]	81.3 (1.3)
If yes, for which Military Services did you see this kind of advertising?[c]				
Coast Guard				
Postsecondary Student	24.4 (—)	17.5 (1.6)	16.1 (1.7)	16.0 (2.6)
High School Graduate	12.5 (—)	16.5 (4.3)	16.8 (3.9)	15.2 (2.9)
High School Senior	19.2 (—)	28.7 (—)	34.0 (—)	0.0 (—)
Non-Senior High School Student	13.3 (2.5)	4.7 (—)	0.0 (—)	0.0 (—)
Non-Completer	30.2 (—)	12.6 (—)	18.5 (—)	9.2 (—)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[b]				
Joint Service				
Postsecondary Student	14.0 (—)	33.4 (2.8)	33.8 (2.4)	34.6 (3.3)
High School Graduate	10.7 (—)	22.2 (3.9)[@][&]	32.8 (3.6)	36.8 (3.8)
High School Senior	32.6 (2.9)	21.7 (—)	15.4 (—)	0.0 (—)
Non-Senior High School Student	24.0 (2.4)	56.9 (—)	0.0 (—)	100.0 (—)
Non-Completer	23.5 (—)	24.3 (—)	27.1 (—)	16.9 (—)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Postsecondary students are high school graduates currently attending college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

[b]Estimates are based on
- 777   interviews for 16-17 year-olds,
- 997   interviews for 18-19 year-olds,
- 920   interviews for 20-21 year-olds, and
- 1,214   interviews for 22-24 year-olds.

[c]Estimates are based on
- 676   interviews for 16-17 year-olds,
- 841   interviews for 18-19 year-olds,
- 778   interviews for 20-21 year-olds, and
- 999   interviews for 22-24 year-olds.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

[*]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Figure 5-2. Fall 1992 YATS - Unaided advertising awareness among males by Service and school status.
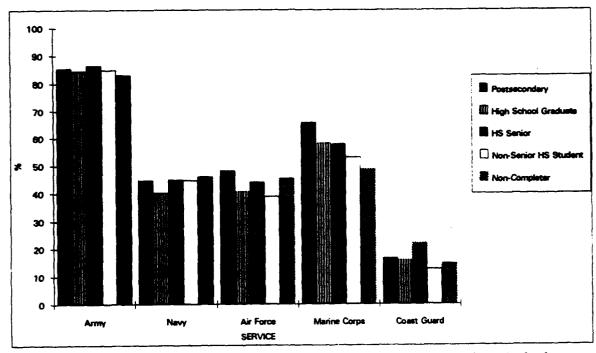
Figure 5-3. Fall 1992 YATS - Unaided advertising awareness among females by Service and school status.

Interestingly, there were no statistically significant differences in awareness of Army advertising between high and low aptitude males. On further examination, results showed that 22-24 year-old low aptitude males were significantly more aware of Army advertising than their high aptitude counterparts (90.0 percent vs. 84.8 percent), but that the 16-17 year-old high aptitude males were more aware of Army advertising than their low aptitude counterparts (Table 5-3B). The differences in Army advertising awareness between high and low aptitude males 18-19 years old and 20-21 years old were not significant.

By age groupings, the greatest difference in advertising awareness between the high and low aptitude youth was reported by males in the 18-19 year-old category (Table 5-3B). It is also of interest to note that a number of significant differences between the four age groups emerged; however, no consistent relationship can be seen.

Among females, proportionately more of the high aptitude group reported advertising awareness compared to the low aptitude group. As Table 5-3C shows, high aptitude females tend to be more aware of military advertising than low aptitude females. Several exceptions to this are seen, particularly with Army advertising awareness, but none of the exceptions were statistically significant. Statistically significant differences should be noted with regard to recall of Air Force advertising: both high aptitude 18-19 year-olds (51.6 percent) and 22-24 year-olds (45.1 percent) recalled Air Force advertising

significantly more often than their low aptitude counterparts (42.4 percent and 35.2 percent, respectively).

Region. Table 5-4 presents male and female unaided advertising awareness by geographic region of the United States. Although advertising awareness varied by specific Service, little variation is observed by region. In general, males reported advertising awareness significantly more frequently than females, regardless of region. Male and female advertising awareness by region of the country is shown for the Army (Figure 5-4), Navy (Figure 5-5), Air Force (Figure 5-6), and Marine Corps (Figure 5-7). The pattern of awareness of each Service is, in general, consistent for all regions. Advertising awareness showed similar variations among regions for both males and females.

Unaided Advertising Awareness by Recruiter Contact

Respondents were also asked whether they had had any contact with a military recruiter (i.e., "Have you ever talked with any military recruiter?"). Recruiter contact could have occurred in one or more of several ways. Contact may have been initiated by the recruiter through calls to high school seniors or by the respondent in a visit to a recruiting station. The most common forms of contact were, in decreasing frequency, recruiter visits to high schools, recruiter telephone calls to prospects, and respondents visiting recruiting stations.

Table 5-3A.   Fall 1992 YATS - Unaided Advertising Awareness, by Aptitude and Gender

Service/Aptitude	Males		Females	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	85.6	(0.6)	83.4	(0.9)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army				
High Aptitude	87.5	(0.6)*	84.4	(1.0)
Low Aptitude	87.1	(1.3)	85.1	(1.5)
Navy				
High Aptitude	55.5	(0.8)*‾	43.8	(1.3)
Low Aptitude	50.0	(1.5)*	42.8	(1.7)
Air Force				
High Aptitude	59.8	(1.0)*‾	47.3	(1.2)‾
Low Aptitude	52.6	(1.7)*	39.3	(2.2)
Marine Corps				
High Aptitude	74.6	(0.8)*‾	62.2	(1.3)‾
Low Aptitude	67.2	(1.4)*	55.1	(2.0)
Coast Guard				
High Aptitude	25.3	(0.8)*‾	17.3	(1.0)
Low Aptitude	22.0	(1.3)*	14.9	(1.5)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service				
High Aptitude	41.6	(1.0)*‾	32.9	(1.2)‾
Low Aptitude	37.0	(1.7)*	25.7	(1.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,679 interviews for males and 3,908 for females.

[b]Estimates are based on 5,756 interviews for males and 3,294 for females.

*Gender differences were statistically significant at the p = .05 level.

‾ Aptitude differences were statistically significant at the p = .05 level.

Source: Q402, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, Q616B. AFQTHIGP, and AFQTLOGP.

Table 5-3B.   Fall 1992 YATS - Unaided Advertising Awareness Among Males, by Aptitude and Age

Service/Aptitude	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	89.7 (1.0)[#][+]	89.0 (0.8)[@][&]	85.1 (1.2)[-]	80.8 (1.1)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army				
High Aptitude	92.3 (1.0)[*][#][+][-]	85.1 (1.4)	88.8 (1.3)[-]	84.8 (1.3)[-]
Low Aptitude	87.6 (2.1)	83.7 (2.4)[&]	86.8 (2.6)	90.0 (2.1)
Navy				
High Aptitude	56.7 (1.7)	60.0 (1.9)[@][&][-]	54.7 (1.9)	52.0 (1.9)
Low Aptitude	52.7 (2.9)	49.7 (2.8)	51.6 (3.4)	46.6 (3.1)
Air Force				
High Aptitude	57.8 (2.0)[*][-]	64.3 (1.5)[@][&][-]	58.6 (2.0)	59.0 (1.9)
Low Aptitude	48.3 (2.8)[#][+]	46.7 (3.2)[@][&]	57.9 (3.5)	57.3 (2.9)
Marine Corps				
High Aptitude	71.5 (1.7)[*]	77.9 (1.5)[@][-]	73.1 (1.7)	75.4 (1.4)[-]
Low Aptitude	68.5 (3.1)	64.4 (2.9)	68.8 (3.0)	67.0 (2.5)
Coast Guard				
High Aptitude	25.3 (1.8)	26.7 (1.6)[-]	24.5 (1.8)	25.0 (1.4)
Low Aptitude	20.1 (2.3)[+]	16.2 (1.9)[&]	22.7 (3.1)	28.5 (2.9)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service				
High Aptitude	37.6 (2.2)[+][-]	41.7 (1.5)	41.5 (1.7)	44.1 (2.0)
Low Aptitude	30.1 (2.9)[*][+]	38.8 (2.6)	37.6 (3.8)	41.1 (4.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on   1,396   interviews for 16-17 year-olds,
   1,739   interviews for 18-19 year-olds,
   1,524   interviews for 20-21 year-olds, and
   2,020   interviews for 22-24 year-olds.

[b]Estimates are based on   1,246   interviews for 16-17 year-olds,
   1,532   interviews for 18-19 year-olds,
   1,314   interviews for 20-21 year-olds. and
   1,664   interviews for 22-24 year-olds.

[*]Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p = .05 level.
[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
[-]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
Aptitude differences were statistically significant at the p = .05 level.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD.
      Q608, Q616B, AFQTHIGP, and AFQTLOGP.

Table 5-3C.   Fall 1992 YATS - Unaided Advertising Awareness Among Females, by Aptitude and Age

Service/Aptitude	16 - 17 Year-Olds	18 - 19 Year-Olds	20 - 21 Year-Olds	22 - 24 Year-Olds
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	84.9 (1.8)[#][+]	83.6 (1.6)[@][&]	84.8 (1.6)[^]	81.3 (1.3)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army				
High Aptitude	85.3 (1.7)	87.9 (1.6)	82.7 (2.5)	83.4 (1.7)
Low Aptitude	87.0 (2.1)	80.5 (3.9)	88.2 (3.6)	83.9 (2.9)
Navy				
High Aptitude	46.5 (3.4)	46.6 (2.1)	42.5 (3.1)	42.1 (2.2)
Low Aptitude	44.4 (2.5)	41.0 (3.6)	41.0 (4.5)	44.0 (4.8)
Air Force				
High Aptitude	46.8 (3.5)	51.6 (2.6)⁻	47.4 (2.8)	45.1 (2.2)⁻
Low Aptitude	37.6 (3.4)	42.4 (3.9)	43.1 (5.2)	35.2 (4.2)
Marine Corps				
High Aptitude	58.3 (3.1)	64.6 (2.0)	60.8 (2.6)	63.3 (2.2)
Low Aptitude	54.5 (3.3)	55.4 (4.4)	52.5 (4.4)	58.3 (5.0)
Coast Guard				
High Aptitude	16.9 (2.6)	20.4 (1.8)[@]	14.4 (1.5)	17.7 (1.7)
Low Aptitude	16.2 (2.1)	14.3 (3.1)	20.9 (4.6)	8.0 (—)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service				
High Aptitude	25.4 (3.1)*[+]	30.9 (2.5)	33.2 (2.5)	36.5 (2.1)⁻
Low Aptitude	28.3 (2.8)	24.0 (3.4)	27.4 (4.1)	22.1 (3.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on   777   interviews for 16-17 year-olds,
                       997   interviews for 18-19 year-olds,
                       920   interviews for 20-21 year-olds, and
            1,214   interviews for 22-24 year-olds.
[b]Estimates are based on   676   interviews for 16-17 year-olds,
                       841   interviews for 18-19 year-olds,
                       778   interviews for 20-21 year-olds, and
                       999   interviews for 22-24 year-olds.

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the p = .05 level.
#Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
+Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
@Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the p = .05 level.
&Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the p = .05 level.
⁻ Aptitude differences were statistically significant at the p = .05 level.

(—) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD,

Table 5-4.   Fall 1992 YATS - Unaided Advertising Awareness, by Region and Gender

Service/Region	Males		Females	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	85.6	(0.6)	83.4	(0.9)
If yes, for which Military Services did you see this kind of advertising?[b]				
Army				
Northeast	87.5	(1.3)	86.3	(1.6)
North Central	86.0	(1.3)	88.0	(1.3)
South	88.7	(0.7)*	82.6	(1.5)
West	86.0	(1.1)	81.6	(2.0)
Navy				
Northeast	53.2	(1.8)*	42.8	(2.2)
North Central	55.1	(1.6)*	45.0	(1.9)
South	53.0	(1.5)*	44.0	(1.8)
West	52.6	(2.0)*	39.7	(3.4)
Air Force				
Northeast	54.2	(1.7)*	43.6	(2.4)
North Central	58.7	(1.7)*	44.5	(1.9)
South	58.5	(1.4)*	45.5	(1.8)
West	55.5	(2.1)*	42.3	(2.6)
Marine Corps				
Northeast	72.4	(1.6)*	55.4	(2.1)
North Central	71.9	(1.8)*	58.0	(1.8)
South	71.6	(1.3)*	61.6	(1.9)
West	72.4	(1.7)*	63.1	(2.8)
Coast Guard				
Northeast	23.7	(1.8)*	18.3	(1.7)
North Central	21.9	(1.2)*	15.5	(1.8)
South	25.3	(1.1)*	16.4	(1.4)
West	25.9	(2.1)*	15.8	(2.0)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]				
Joint Service				
Northeast	35.1	(1.9)*	26.1	(1.9)
North Central	39.3	(1.6)*	33.0	(1.6)
South	42.5	(1.4)*	30.4	(1.8)
West	40.8	(1.8)*	29.8	(2.9)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 6,679 interviews for males and 3,908 for females.

[b]Estimates are based on 5,756 interviews for males and 3,294 for females.

*Gender differences were statistically significant at the $p = .05$ level.

Source: Q402, REGION, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.
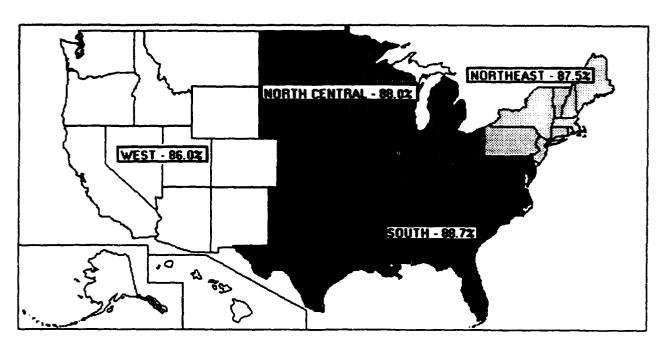
Figure 5-4. Fall 1992 YATS - Unaided advertising awareness for the Army for males by region of country.
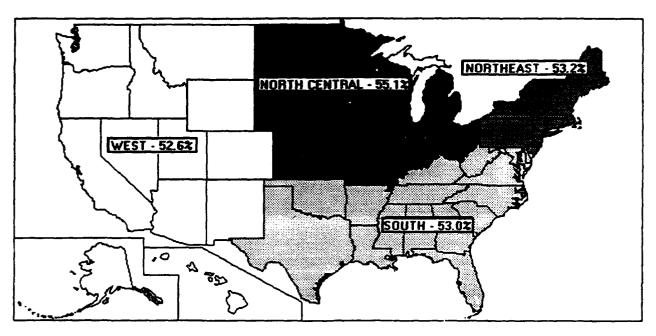
Figure 5-5. Fall 1992 YATS - Unaided advertising awareness for the Navy for males by region of country.
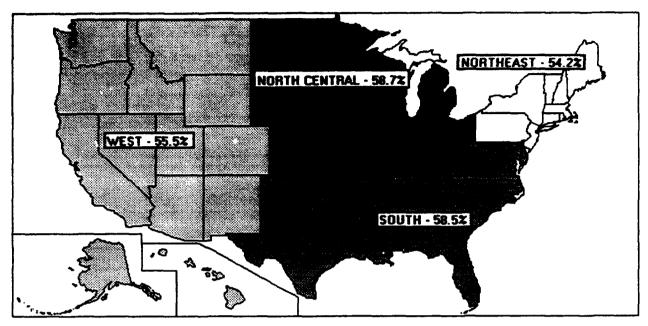
Figure 5-6. Fall 1992 YATS - Unaided advertising awareness for the Air Force for males by region of country.
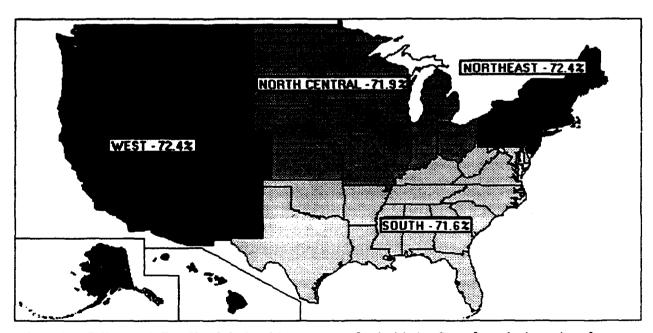
Figure 5-7. Fall 1992 YATS - Unaided advertising awareness for the Marine Corps for males by region of country.

Table 5-5 presents the percentages of youth who had reported seeing or hearing advertising for a Military Service, grouped by those who had and those who had not talked with a military recruiter. Sixty-five percent of males and 44 percent of females indicated that they had at some time had contact with a recruiter.

Males who reported having had contact with a recruiter recalled significantly more Service-specific advertising than males who had not had recruiter contact for the Navy, the Air Force, the Marine Corps, and the Coast Guard (see Figure 5-8). Virtually no difference existed between males with recruiter contact and those without recruiter contact on recall of Army advertising (87.5 percent vs. 87.0 percent, respectively).

This pattern of results was generally similar for females (see Figure 5-9). Services for which recruiter contact appeared related to respondents' advertising awareness, compared to those who had had no contact, were the Air Force (50.4 percent vs. 39.2 percent), Marine Corps (63.7 percent vs. 56.2 percent), and the Coast Guard (19.0 percent vs. 14.2 percent). There were no differences in advertising awareness between those females who had some contact with recruiters and those who had not, either for Army advertising or for Navy advertising.

Joint Service advertising awareness was also significantly more frequent among youth with recruiter contact than youth without recruiter contact.

Unaided Advertising Awareness by Composite Active Propensity

Table 5-6 presents unaided advertising awareness for both respondents with positive active composite propensity and those with negative active composite propensity. The data are presented by age categories for males, but given as a composite age category for females where there were too few respondents to analyze separately.

As shown in Table 5-6, no consistent differences emerged in advertising awareness between those youth with positive enlistment propensity and those with negative enlistment propensity. None of the specific Services showed statistically significant differences between males with positive propensity and those with negative propensity.

However, Table 5-6 shows three statistically significant differences between positive and negative enlistment propensity groups -- for the 16-17 year-old males on Navy advertising (61.3 percent vs. 52.1 percent) and Air Force advertising (60.3 percent vs. 51.1 percent), and for females on Navy advertising (53.2 percent vs 42.7 percent).

Advertising Slogan Recognition

To ascertain YATS respondents' advertising slogan recognition, thirteen advertising "slogans" were read to respondents. Respondents were asked to indicate which Military Service used the slogan in its

Table 5-5. Fall 1992 YATS - Unaided Advertising Awareness, by Recruiter Contact and Gender

Service	Males				Females			
	Contact		No Contact		Contact		No Contact	
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	86.7	(0.7)*	83.5	(1.2)	87.3	(1.2)*	80.4	(1.3)
If yes, for which Military Services did you see this kind of advertising?[b]								
Army	87.5	(0.7)	87.0	(0.9)	85.3	(1.3)	84.1	(1.1)
Navy	56.3	(1.0)*	48.1	(1.6)	44.7	(1.4)	42.4	(1.6)
Air Force	60.0	(0.9)*	52.0	(1.4)	50.4	(1.6)*	39.2	(1.7)
Marine Corps	74.0	(1.0)*	68.1	(1.4)	63.7	(1.6)*	56.2	(1.6)
Coast Guard	26.1	(0.9)*	20.4	(1.2)	19.0	(1.3)*	14.2	(1.3)
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]								
Joint Service	42.8	(1.0)*	34.5	(1.5)	32.8	(1.6)*	28.1	(1.0)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 4,388 interviews for males with recruiter contact,
1,887 interviews for males with no recruiter contact,
1,700 interviews for females with recruiter contact, and
2,203 interviews for females with no recruiter contact.

[b]Estimates are based on 3,866 interviews for males with recruiter contact,
1,887 interviews for males with no recruiter contact,
1,492 interviews for females with recruiter contact, and
1,801 interviews for females with no recruiter contact.

*Recruiter contact differences were statistically significant at the $p = .05$ level.

Source: Q402, Q628, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.
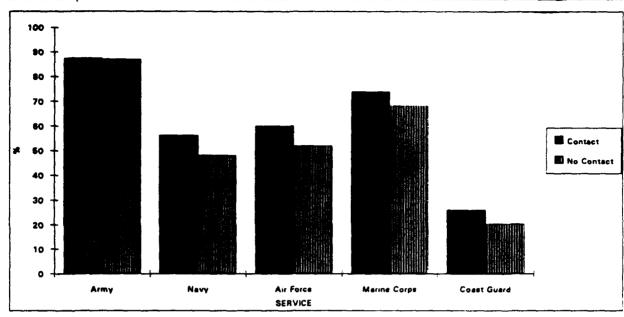
Figure 5-8. Fall 1992 YATS - Unaided advertising awareness among males by Service and recruiter contact.
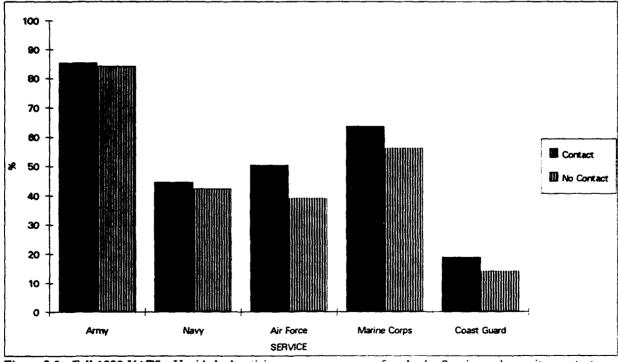
Figure 5-9. Fall 1992 YATS - Unaided advertising awareness among females by Service and recruiter contact.

Table 5-6.   Fall 1992 YATS - Unaided Advertising Awareness, by Composite Active Propensity and Gender (and Age for Males)

	Males										Females	
	16-17 Year-Olds		18-19 Year-Olds		20-21 Year-Olds		22-24 Year-Olds		Total		Total	
	Propensity		Propensity		Propensity		Propensity		Propensity		Propensity	
	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
Within the past year, do you recall seeing or hearing any advertising that encouraged people to enlist in one or more of the Services?[a]	86.1(2.3)*	91.5(1.0)	90.1(1.6)	88.6(0.9)	81.0(3.6)	86.0(1.4)	82.8(3.9)	80.8(1.2)	85.6(1.4)	85.7(0.6)	80.6(2.7)	83.6(0.9)
If yes, for which Military Services did you see this kind of advertising?[b]												
Army	91.6(1.9)	90.0(1.1)	80.7(3.6)	85.8(1.3)	83.4(4.7)	89.0(1.2)	86.1(3.8)	86.5(1.1)	86.1(1.5)	87.6(0.6)	88.7(2.4)	84.3(0.9)
Navy	61.3(2.9)*	52.1(1.8)	55.3(4.0)	56.6(1.6)	54.4(4.5)	53.5(1.7)	48.0(4.6)	50.6(1.6)	56.0(2.1)	52.9(0.8)	53.2(4.2)*	42.7(1.0)
Air Force	60.3(3.3)*	51.1(2.0)	56.2(3.7)	58.4(1.6)	55.2(5.2)	59.0(1.9)	59.8(4.3)	58.3(1.5)	58.1(2.0)	57.1(1.0)	49.7(4.4)	44.0(1.1)
Marine Corps	72.6(3.1)	69.2(1.8)	70.1(4.0)	74.0(1.5)	76.7(3.4)	70.6(1.7)	69.9(4.8)	73.1(1.2)	72.3(1.9)	71.9(0.8)	58.0(4.4)	59.8(1.1)
Coast Guard	24.2(2.8)	22.9(1.8)	21.6(3.5)	23.3(1.1)	22.4(3.9)	24.2(1.6)	30.7(5.0)	25.5(1.1)	24.3(1.7)	24.2(0.7)	18.7(3.3)	16.2(1.0)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates based on

447 interviews with positive propensity for 16-17 year-old males,
946 interviews with negative propensity for 16-17 year-old males,
348 interviews with positive propensity for 18-19 year-old males,
1,388 interviews with negative propensity for 18-19 year-old males,
218 interviews with positive propensity for 20-21 year-old males,
1,305 interviews with negative propensity for 20-21 year-old males,
183 interviews with positive propensity for 22-24 year-old males,
1,835 interviews with negative propensity for 22-24 year-old males,
1,196 interviews with positive propensity for total males,
5,474 interviews with negative propensity for total males,
274 interviews with positive propensity for total females,
3,631 interviews with negative propensity for total females.

[b]Estimates based on

375 interviews with positive propensity for 16-17 year-old males,
868 interviews with negative propensity for 16-17 year-old males,
303 interviews with positive propensity for 18-19 year-old males,
1,226 interviews with negative propensity for 18-19 year-old males,
182 interviews with positive propensity for 20-21 year-old males,
1,132 interviews with negative propensity for 20-21 year-old males,
154 interviews with positive propensity for 22-24 year-old males,
1,509 interviews with negative propensity for 22-24 year-old males,
1,014 interviews with positive propensity for total males,
4,735 interviews with negative propensity for total males,
222 interviews with positive propensity for total females,
8,070 interviews with negative propensity for total females.

*Propensity differences were statistically significant at the p=.05 level.

Source: Q402, CAI.CAGE; APPOSNEG; V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616B.

Table 5-6.   Fall 1992 YATS - Unaided Advertising Awareness, by Composite Active Propensity and Gender (and Age for Males) (continued)

	Males										Females	
	16-17 Year-Olds		18-19 Year-Olds		20-21 Year-Olds		22-24 Year-Olds		Total		Total	
	Propensity		Propensity		Propensity		Propensity		Propensity		Propensity	
	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive	Negative
Do you recall seeing or hearing any advertising for the U.S. armed forces in which all the Services were represented?[a]												
Joint Service	36.3(3.0)	34.0(2.4)	37.5(3.7)	41.8(1.3)	45.0(5.6)	39.1(1.7)	55.8(7.0)*	41.5(1.8)	41.7(2.2)	39.5(0.9)	30.6(4.1)	30.3(0.9)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates based on
447   interviews with positive propensity for 16-17 year-old males,
946   interviews with negative propensity for 16-17 year-old males,
348   interviews with positive propensity for 18-19 year-old males,
1,388   interviews with negative propensity for 18-19 year-old males,
218   interviews with positive propensity for 20-21 year-old males,
1,305   interviews with negative propensity for 20-21 year-old males,
183   interviews with positive propensity for 22-24 year-old males,
1,835   interviews with negative propensity for 22-24 year-old males,
1,196   interviews with positive propensity for total males,
5,474   interviews with negative propensity for total males,
274   interviews with positive propensity for total females,
3,631   interviews with negative propensity for total females.

[b]Estimates based on
375   interviews with positive propensity for 16-17 year-old males,
868   interviews with negative propensity for 16-17 year-old males,
303   interviews with positive propensity for 18-19 year-old males,
1,226   interviews with negative propensity for 18-19 year-old males,
182   interviews with positive propensity for 20-21 year-old males,
1,132   interviews with negative propensity for 20-21 year-old males,
154   interviews with negative propensity for 22-24 year-old males,
1,509   interviews with negative propensity for 22-24 year-old males,
1,014   interviews with positive propensity for total males,
4,735   interviews with negative propensity for total males,
222   interviews with positive propensity for total females,
8,070   interviews with negative propensity for total females.

*Propensity differences were statistically significant at the p = .05 level.

Source: Q402, CALCAGE, APPOSNEG, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and Q616R.

advertising. For each slogan, the percentage of youth who correctly identified the Service associated with the slogan is presented in Table 5-7 (males) and Table 5-8 (females). Appendix B provides additional information on the percentage of respondents who identified a Service with an advertising slogan that was actually for another Service (the false positive recall).

Overall, the majority of youth correctly identified Army, Air Force, and Marine Corps slogans. This is consistent with the finding that youth most often indicated seeing or hearing advertising, in descending order, for the Army, Marine Corps, and Air Force.

"Be All You Can Be" was recognized as an Army slogan by most of the respondents (88.7 percent of the males and 89.4 percent of the females). For females, this was also the most frequently recognized slogan. The Air Force advertising slogan, "Aim High. _____." was the most frequently recognized slogan among males (89.4 percent) and the second most frequently recognized slogan among females (73.5 percent). In addition, the Marine Corps' slogan, "The Few. The Proud. The _____." was correctly identified by 84.5 percent of the males and 62.4 percent of the females.

Two out of the three Navy slogans were recognized by the majority of respondents. The most recognizable Navy slogan was "You and the _____. Full Speed Ahead." Half of the males (51.4 percent) and a third of the females (34.3 percent) were able to correctly identify this slogan with the Navy. The least identifiable Navy slogan was "_____. It's Not Just a Job. It's an Adventure." Only 13.0 percent of the males and 10.0 percent of the females correctly attributed this slogan to the Navy. In fact, half of the males (51.6 percent) and 42.3 percent of the females thought this slogan was an advertisement for the Army.

Two new slogans were included in this year's YATS questionnaire. The Coast Guard slogan "Help Others, Help Yourself" was added this year to the YATS questionnaire. About twice as many youth correctly identified this Coast Guard slogan (12.5 percent of males and 8.2 percent of females) as identified the Coast Guard slogan "Be Part of the Action" (6.0 percent of males and 4.8 percent of females).

The slogan "Moving To and Through the Objective" was added this year as a control for methodological purposes. This slogan, which has never been used by any Service in any advertising, provides a baseline comparison for recognition of Service slogans. Correctly, 44.7 percent of males and 54.6 percent of females either didn't know or refused to answer who in the military uses this slogan.

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[3] Recall that the questionnaire asked respondents "Who in the military used the advertising slogan:" and did not provide respondents with response categories; therefore, respondents might have thought only of specific Services for their answers.

Table 5-7.   Fall 1992 YATS - Slogan Recognition Among Males, by Age

Slogan/Response	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"Be All You Can Be." Army	91.9 (0.8)[*#+]	88.4 (1.0)	88.1 (1.2)	87.2 (1.1)	88.7 (0.6)
"Get an Edge on Life." Army	71.7 (1.5)[#+]	71.6 (1.5)[@&]	64.0 (1.7)[^]	57.1 (1.5)	65.1 (0.8)
"___. It's Not Just a Job. It's an Adventure." Navy	11.1 (1.2)[+]	12.3 (0.8)[&]	12.6 (1.0)	15.0 (1.1)	13.0 (0.5)
"You Are Tomorrow. You Are the ___." Navy	30.0 (1.3)[*#]	35.6 (1.6)	37.2 (1.5)[^]	31.9 (1.3)	33.6 (0.6)
"You and the ___. Full Speed Ahead." Navy	51.4 (1.3)	52.1 (1.7)	51.6 (1.8)	50.7 (1.5)	51.4 (0.8)
"Aim High. ___." Air Force	87.3 (1.1)	89.5 (1.1)	90.1 (1.1)	90.2 (1.0)	89.4 (0.5)
"The Few. The Proud. ___." Marine Corps	73.6 (1.5)[*#+]	81.5 (1.1)[@&]	88.2 (1.0)[^]	91.2 (1.0)	84.5 (0.5)
"Be Part of the Action." Coast Guard	6.8 (0.7)[+]	5.9 (0.7)	7.0 (0.9)	4.8 (0.7)	6.0 (0.3)
"Help Others, Help Yourself." Coast Guard	12.4 (1.0)	11.5 (0.8)	12.9 (1.0)	13.1 (0.9)	12.5 (0.5)
"It's a Great Place to Start." Joint Service	11.6 (1.0)	9.5 (0.8)	10.0 (1.2)	9.8 (0.8)	10.2 (0.4)
"Opportunity is Waiting For You." Joint Service	14.4 (0.9)	13.6 (0.9)	15.6 (1.1)	13.0 (0.8)	14.1 (0.4)
"Stand Up, Stand Out." Joint Service	7.6 (1.1)[+]	5.9 (0.7)[&]	5.3 (0.8)[^]	3.3 (0.4)	5.3 (0.3)
"Moving To and Through the Objective." Control[f]	41.2 (1.4)[+]	43.9 (1.5)	45.1 (1.6)	47.2 (1.4)	44.7 (0.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 1,396 interviews.   [d]Estimates are based on 2,020 interviews.

[b]Estimates are based on 1,739 interviews.   [e]Estimates are based on 6,679 interviews.

[c]Estimates are based on 1,524 interviews.   [f]Represents response category "Don't Know/Refused."

[*]Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the $p = .05$ level.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

[^]Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q614, Q615B, Q615G, Q615H, and Q615J.

Table 5-8.   Fall 1992 YATS - Slogan Recognition Among Females, by Age

Slogan/Response	16-17 Year-Olds[a]	18-19 Year-Olds[b]	20-21 Year-Olds[c]	22-24 Year-Olds[d]	Total[e]
"Be All You Can Be."					
Army	90.0 (1.6)	91.9 (0.9)	90.8 (1.5)^	86.4 (1.2)	89.4 (0.7)
"Get an Edge on Life."					
Army	69.8 (2.1)[#+]	67.6 (1.5)[@&]	58.2 (2.0)^	45.9 (1.6)	58.4 (1.0)
"___. It's Not Just a Job. It's an Adventure."					
Navy	10.5 (1.4)	10.0 (1.2)	10.7 (1.5)	9.2 (1.1)	10.0 (0.8)
"You Are Tomorrow. You Are the ___."					
Navy	28.6 (2.0)	26.7 (1.8)	28.2 (1.7)	24.8 (1.6)	26.8 (0.9)
"You and the ___. Full Speed Ahead."					
Navy	34.5 (2.0)	34.6 (2.0)	33.3 (2.0)	34.6 (1.7)	34.3 (0.9)
"Aim High. ___."					
Air Force	68.6 (2.3)[+]	74.4 (1.9)	73.2 (2.5)	76.1 (1.1)	73.5 (1.0)
"The Few. The Proud. ___."					
Marine Corps	42.9 (1.7)*[#+]	56.9 (1.7)[@&]	65.5 (2.1)^	75.5 (1.5)	62.4 (0.9)
"Be Part of the Action."					
Coast Guard	4.9 (0.9)	6.1 (0.9)	4.4 (0.9)	4.1 (0.8)	4.8 (0.4)
"Help Others, Help Yourself."					
Coast Guard	5.8 (0.9)[#]	8.3 (1.0)	10.0 (1.2)	8.3 (1.0)	8.2 (0.5)
"It's a Great Place to Start."					
Joint Service	8.6 (1.0)	9.1 (1.1)	9.1 (1.0)	9.9 (1.1)	9.3 (0.5)
"Opportunity is Waiting For You."					
Joint Service	12.1 (1.6)[#+]	15.7 (1.5)	17.7 (1.7)	17.1 (1.4)	15.9 (0.8)
"Stand Up, Stand Out."					
Joint Service	5.8 (1.4)	9.3 (1.2)[&]	7.3 (1.0)^	4.3 (0.8)	6.4 (0.5)
"Moving To and Through the Objective."					
Control[f]	54.0 (2.3)[#]	54.4 (2.1)	50.1 (2.4)^	58.2 (2.0)	54.6 (1.2)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 777 interviews.

[b]Estimates are based on 997 interviews.

[c]Estimates are based on 920 interviews.

[d]Estimates are based on 1,214 interviews.

[e]Estimates are based on 3,908 interviews.

[f]Represents response category "Don't Know/Refused."

*Differences between 16-17 year-olds and 18-19 year-olds were statistically significant at the $p = .05$ level.

[#]Differences between 16-17 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[+]Differences between 16-17 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

[@]Differences between 18-19 year-olds and 20-21 year-olds were statistically significant at the $p = .05$ level.

[&]Differences between 18-19 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

^Differences between 20-21 year-olds and 22-24 year-olds were statistically significant at the $p = .05$ level.

Source: Q402, CALCAGE, Q612, Q615E, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q614, Q615B, Q615G, Q615H, and Q615J.

Few youth correctly identified the Joint Service slogans.[3] For example, the Joint Service slogan, "It's a Great Place to Start" was reported to be an Army slogan by 28.9 percent of the males and 23.0 percent of the females. Only about 10 percent of the males and 9 percent of the females identified the slogan as being a Joint Service advertisement. "Opportunity is Waiting for You" was the most frequently recognized Joint Service slogan (14.1 percent of males and 15.9 percent of females) although the majority of youth still reported this as an Army slogan. However, effective Joint Service advertising is likely to be heard as an advertisement for a specific Service.

Several differences between specific age groups are noteworthy. Among males, the younger males (16-17 year-olds) showed significantly greater recognition of the Army slogan "Be All You Can Be." than their older counterparts (18-19 year-olds, 20-21 year-olds, and 22-24 year-olds) (see Table 5-7). Conversely, the older males showed greater recognition of the Marine Corps slogan "The Few. The Proud. The _____." than their younger counterparts. The same relationship between this Marine Corps slogan and age was also shown for females (see Table 5-8).

Summary of Military Advertising and Youth Awareness

Most youth reported that they had seen or heard some form of military advertising within the past year (87.3 percent of males and 84.7 percent of females). Unaided recall was highest for Army advertising (87.3 percent of males and 84.7 percent of females). In descending order of recall frequency, respondents remembered seeing or hearing advertising for the Army, Marine Corps, the Air Force, the Navy, and the Coast Guard. While this relative ordering of Service-specific advertising recall was shown for both males and females, males indicated significantly more awareness of Military Services' advertising than females.

During the 1992 YATS, respondents were asked a separate question regarding awareness of Joint Service advertising. This was a change from past practice where Joint Service was merely an answer category but never actually read to respondents. Frequency of recall for Joint Service advertising was higher this year than previous YATS administrations (39.9 percent of males and 30.3 percent of females).

Advertising awareness was also examined by selected sociodemographic and behavioral characteristics such as school status, AFQT group, geographic region of residence, recruiter contact, and propensity. Few strong associations were observed between these characteristics for the YATS population and their advertising awareness.

No consistent relationship emerged between school status and advertising awareness. For example, a larger percentage of postsecondary male students recalled Air Force, Marine Corps, and Coast Guard advertising than did those with less education.

However, non-senior high school males most frequently recalled Army advertising, and high school senior males most often recalled Navy advertising.

A consistent pattern was observed between predicted aptitude and advertising awareness. Youth categorized in the high AFQT group (i.e., those estimated to score in AFQT percentiles 50-99) more frequently recalled military advertising than youth categorized in the low AFQT group (AFQT percentiles 1-49). No consistent pattern was observed in advertising awareness by geographic region for either gender.

Statistically significant differences were found between youth who reported having contact with a military recruiter and those who said they had never had any contact with a recruiter. Sixty-five percent of males and 44 percent of females indicated that they had at some time had contact with a military recruiter. Except for the Army advertisements (where no difference was observed), there was a positive relationship between recruiter contact and advertising awareness. Respondents who had contact with a recruiter were more likely to recall military advertising than were respondents who had not had contact with a recruiter.

By and large, no consistent differences were observed in advertising awareness for those who were positive about the possibility of enlisting in the military (i.e., active composite propensity) and those who were negatively inclined toward enlistment in the military.

Recognition of various military advertising slogans was most frequent for the Army, Air Force, and Marine Corps slogans. This is consistent with the unaided advertising awareness results which indicated that youth most often recalled seeing or hearing advertising for the Army, Marine Corps, and Air Force. One of the three Navy slogans was correctly identified by at least 50 percent of respondents. Coast Guard advertising slogans were seldom recognized or correctly attributed to the Coast Guard.

6. TRENDS IN YOUTH ENLISTMENT PROPENSITY: 1984-1992

This chapter focuses on historical trends in enlistment propensity, presenting data spanning the years 1984 through 1992. (See Appendix C for tables containing the data used to create the figures for this chapter.) Over this period, the greatest systematic variations in propensity occurred in the years 1989 through 1992. Thus, these years receive particular focus in this chapter.

Trends over this period are becoming increasingly alarming as the 1992 YATS data generally show a continuation in the decline of positive enlistment propensity that began during or shortly following Operations Desert Shield and Desert Storm. For the first time in the series, unaided mention of military enlistment has also significantly declined for youth in the youngest age category. In some categories, enlistment propensity is at its lowest aggregate level for the nine-year period covered by this chapter.

The data presented in this chapter differ from those in earlier chapters. First, trends are examined for male youth only, since propensity for female youth has remained relatively stable across the period of interest. Second, to establish survey data comparability across the 1984 through 1992 YATS administrations, supplementary weighting adjustments were applied to the data to accommodate the changes in weighting methodology over time.[1] Finally, the three age groupings used in this chapter are different from the four age groups used in previous chapters of this report. In order to maintain consistency with previous years, the three groups discussed in this chapter are 16-18 year-olds, 19-21 year-olds, and 22-24 year-olds.

Conditions confronting the YATS male population in the years from 1984 through 1992 were complex. When Ronald Reagan assumed the presidency in 1981, the national unemployment rate was beginning a gradual drop, which continued through 1989. National optimism, as reflected in public opinion polls, generally rose during this period, although signs of fiscal and economic difficulty surfaced towards the latter part of the 1984-1992 period.

[1] Two forms of adjustment were required for alignment of 1984-1989 and 1990-1992 survey estimates. The first addressed sample frames. Prior to 1990, residents of Alaska and Hawaii and youth with more than two years of postsecondary educational attainment were considered ineligible for survey administration. These youth, eligible in 1990, 1991, and 1992 administrations, were deleted from the analytic file for the later years. The second adjustment considered populations to which survey results were "adjusted to." Prior to 1990, weighting adjustments were implemented to reflect total number of households. In 1990 and subsequently, weighting adjustments have been made to reflect Current Population Survey (CPS) estimates of YATS eligible youth (by gender and age). The survey weighting, implemented for the 1984-1989 administrations, has been modified to reflect CPS estimates. Together, the sample frame and target population adjustments have assured comparability of survey estimates from 1984 through 1992.

World events and the implications for America's military roles and responsibilities were prominent in the public mind. The Berlin Wall was torn down in 1989, signaling the onset of a major change in posture of the Cold War. The most momentous events of the period began in 1990, when Iraq invaded Kuwait, ultimately leading to the deployment of over 500,000 U.S. troops to the Persian Gulf in Operations Desert Shield and Desert Storm. These latter events led to media emphasis on the obligations borne by those who serve in the military. Attention also focused on the demographics and characteristics of U.S. Service members (active and Reserve) in the Gulf, and the relative exposure of each subpopulation to harm's way. Following the Persian Gulf experience, a call for downsizing the military resumed as part of a desire for a "peace dividend" sought as a result of the end of the Cold War.

Rapid changes in the military and political environment continued as the 1992 YATS interviews were conducted. The plight of Somalis caught between competing warlords eventually led to the American-led Operation Restore Hope. In addition, with the presidential campaigns and election taking place in 1992, concerns about homosexuals in the military, the role of women in combat, downsizing, the civil war in the former Yugoslavia, and global political strategies remained prominent in the public arena.

Trends in Composite Active Propensity

Although no year-to-year differences were statistically significant, aggregate levels of composite active propensity generally rose modestly in the period between 1984 and 1988. Additionally, the stability of the series reflects known distinctions among age groups. As may be seen in Figure 6-1, positive composite propensity during this time period ranged from approximately 36 percent for 16-18 year-olds, to 22 percent for 19-21 year-olds, to approximately 16 percent for 22-24 year-olds.

Male composite active enlistment propensity (Figure 6-1), as measured over the period from 1984 through 1992, peaked in 1989 for 16-18 year-olds and in 1990 for 19-24 year-olds. In subsequent years, propensity has steadily declined for all age groups. For 16-18 year-old males, propensity to enlist reached its lowest aggregate level for this nine-year period in 1992. This decline is also seen for both groups of older males, as their propensity approached the lowest levels of the nine-year period (particularly for the 19-21 year-olds). In sum, the drop in propensity first observed during the 1990 and 1991 survey years continued its decline in 1992.
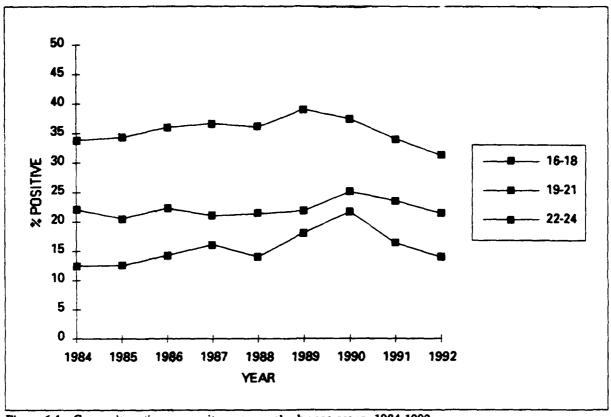
Figure 6-1. Composite active propensity among males by age group, 1984-1992.

Trends in Service-Specific Propensity

Similar to the pattern observed for composite active propensity, Service-specific propensity, although somewhat less stable, generally exhibited a moderate rise from 1984 through 1988. As discussed in Chapter 3 of this report, the Army (Figure 6-2) and Air Force (Figure 6-3) were most frequently cited as enlistment possibilities, while the Navy (Figure 6-4) and Marine Corps (Figure 6-5) were less frequently mentioned.

Examination of trends in enlistment propensity across all Services points to the decline in positive propensity beginning in 1990 or 1991 as the most prominent feature of the series. With few exceptions, positive propensity peaked in 1989 and has spiralled downward since.

Among the exceptions to this trend are Army enlistment propensity among older males and Navy enlistment propensity as expressed by 19-21 year old males. Army propensity for 19-21 and 22-24 year-old males increased during the period of Operations Desert Shield and Desert Storm. In the two subsequent YATS administrations, positive enlistment propensity for both groups dropped sharply. Navy enlistment propensity among 19-21 year old males remained constant throughout the 1984-1992 period.
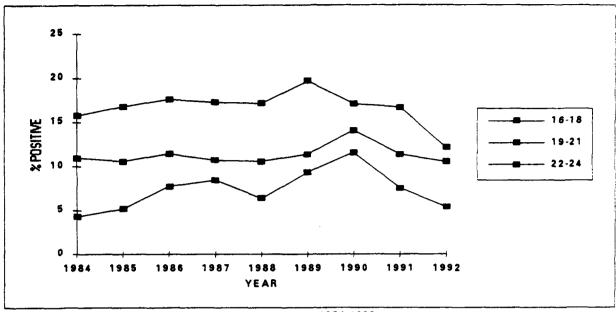
Figure 6-2. Army propensity among males by age group, 1984-1992.
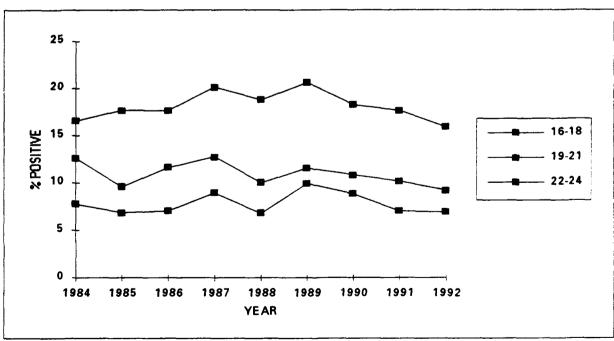
Figure 6-3. Air Force propensity among males by age group, 1984-1992.
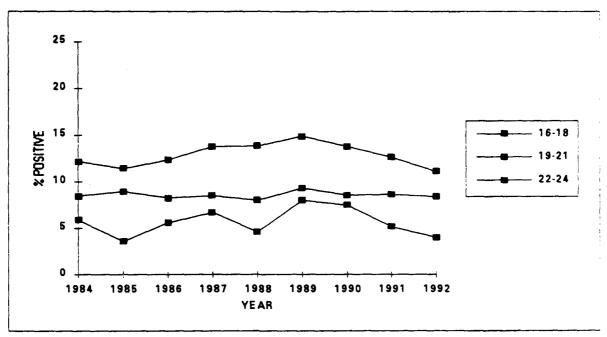
Figure 6-4. Navy propensity among males by age group, 1984-1992.
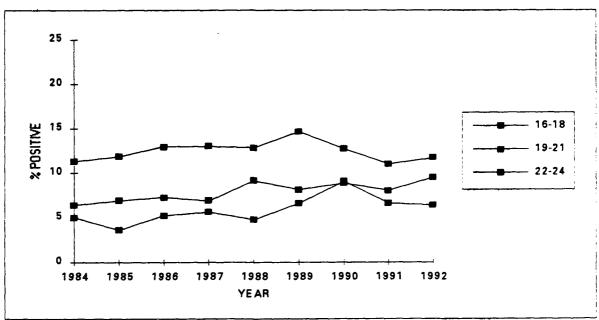
Figure 6-5. Marine Corps propensity among males by age group, 1984-1992.

The greatest exception to the pattern of peak and decline in the 1989-1992 years is observed for marine Corps propensity. Although propensity declined following Operations Desert Shield and Desert Storm (as with the other Services), propensity rose modestly in 1992 for the two youngest age groups. (This change is not statistically significant.) While this change should not be over-interpreted, it would appear that the frequency of youth expressing positive propensity toward Marine Corps enlistment has stabilized or rebounded.

Trends in Propensity by Sociodemographic Characteristics

Propensity and School Status. Positive composite propensity, by school group over the 1984-1992 period, is presented in Figure 6-6. Generally consistent in this time frame is the observation that young high school students are most likely to report positive composite propensity. This is followed, in order of decreasing frequency, by high school seniors, noncompleters, high school graduates (not currently enrolled in any school), and postsecondary students.

As observed in most series presented in this chapter, the greatest change in general patterns occurred in the 1989-1992 YATS administrations. With some exceptions, propensity declined in the aggregate beginning with the onset of Operations Desert Shield and Desert Storm and has continued to drop in 1991 and 1992.

Although this pattern is quite clear, only two yearly declines, noncompleters 1990-1991 and high school graduates (not enrolled) 1991-1992, are statistically significant. Nonetheless, across-the-board declines in the number of male youth expressing positive composite enlistment propensity are the norm, regardless of school status.

Propensity and Employment Status. Figure 6-7 presents trends in composite propensity presented for male high school graduates not currently enrolled in school. This group represents youth who are an important population of interest to the Military Services. Although propensities of those not employed are fairly volatile, this series distinguishes clearly between youth looking for work and those otherwise occupied. Youth seeking employment more frequently cite military enlistment as an active possibility.

Propensity and Race. Trends in propensity of minorities differ from those of young White males. As Figure 6-8 shows, while the propensity of White males rose steadily from 1985 through 1990, the propensity of Black males dropped from 1986 to 1987, and again from 1989 to 1990. The 1989 to 1990 drop is important, coinciding with the Gulf War and public concerns that Blacks would be placed in harm's way in disproportionate numbers.

This declining trend continued in 1992, with the lowest frequency of Blacks expressing positive enlistment propensity in the nine years considered in this report. The decline was mirrored by a significant decrease in the
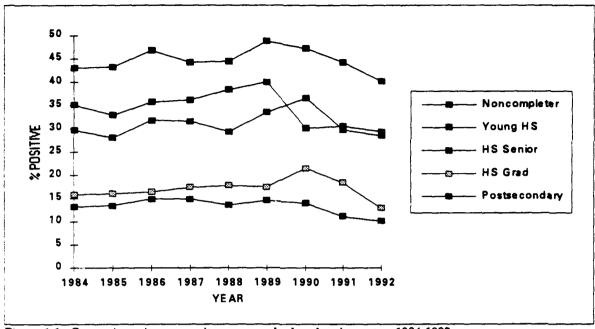
Figure 6-6. Composite active propensity among males by education status, 1984-1992.
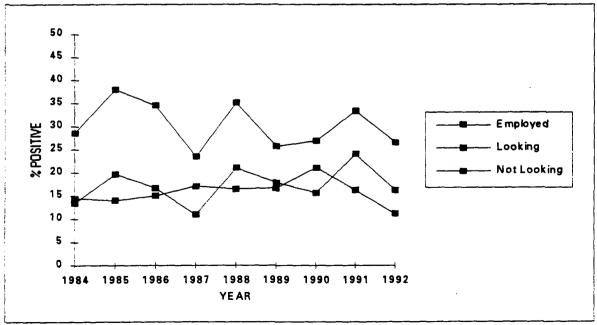
Figure 6-7. Composite active propensity among male high school graduates not currently enrolled by employment status, 1984-1992.
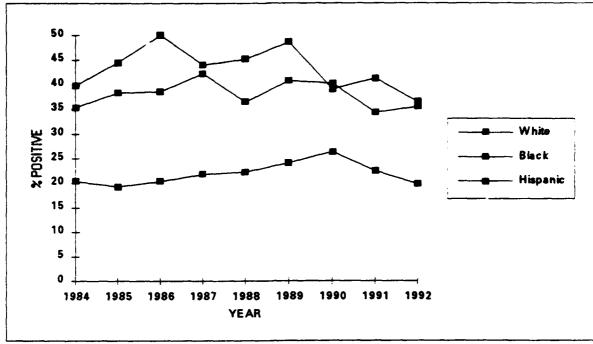
Figure 6-8. Composite active propensity among males by race, 1984-1992.
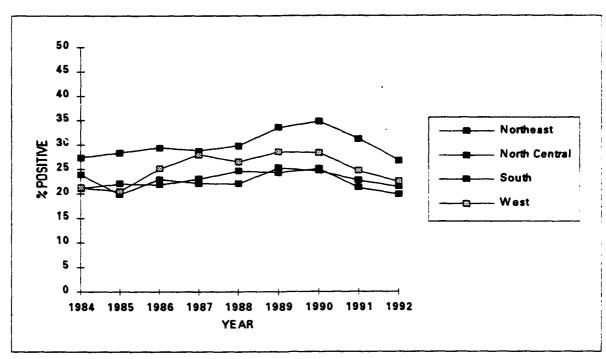
Figure 6-9. Composite active propensity among males by region, 1984-1992.

numbers of White youth stating positive enlistment propensity.

Propensity and Region. From 1985 through 1990, propensity rose in all regions of the country at about the same rate, as shown in Figure 6-9. More recently, from 1990 to 1991, propensity fell across the country at approximately the same rate. Propensity in the West appears somewhat more variable than in the rest of the country, being lower than that in the South in 1985, and higher than in the North East and North Central two years later.

The general pattern of decline, regardless of region, has continued into 1992. Despite minor shifts, composite active propensity has marginally lowered across the nation.

Unaided Mentions

Unaided mentions of military service as a career option are qualitatively different than aided mentions as obtained in composite and Service-specific mentions. This shift in a historically stable baseline is worthy of close attention.

Prior to any specific questions in the YATS questionnaire regarding propensity to join the military, respondents were asked, in general terms, about their plans for the next few years. The percentage indicating a likelihood of joining the military, without prompting from the interviewer, is reported as "unaided" propensity. Figure 6-10 shows trends in unaided propensity.

Individuals who volunteered an enlistment propensity (unaided) were fewer in number than those who responded positively to the direct (aided) propensity questions. Unaided mentions of enlistment in the military as a possible course of action for the future stayed very stable over the nine years from 1984 through 1992. In 1984, 9.1 percent of 16-18 year-olds mentioned military enlistment, while the figure for 1991 was 12.9 percent. Unaided mentions essentially showed no change for the older two age groups. While active composite propensity fell from 1990 to 1991 among 16-18 year-old males, unaided mentions increased, suggesting that while the propensity to enlist was dropping, awareness of the military as a job option was increasing.

In 1992, the first statistically significant shift in this series took place when 16-18 year-olds cited military service as a career option significantly less frequently than they had in 1991.

Summary of Trends in Youth Propensity 1984 - 1992

This chapter presents an overview of trends in male propensity from the 1984 through the 1992 YATS administrations. Propensity has generally increased, with minor fluctuations, through the 1980s. Between 1989 and 1990, propensity dropped for 16-18 year-olds, high school seniors, and Blacks, while it rose among 19-21 and 22-24 year-olds and non-students in the labor market. The increase
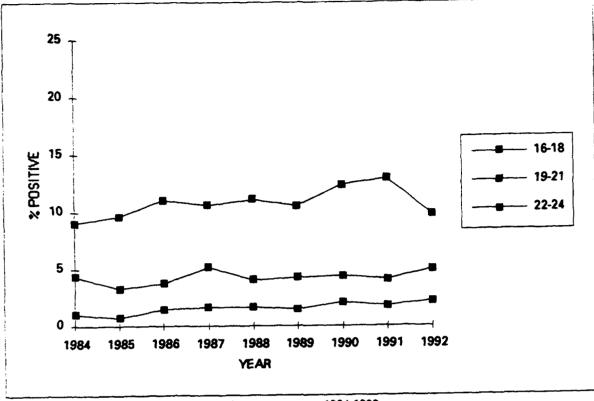
Figure 6-10. Unaided mentions among males by age group, 1984-1992.

in propensity among 19-21 and 22-24 year-olds seems to be driven primarily by propensity to enlist in the Army, as similar trends are not observed for the Navy and Air Force, and only among 22-24 year-ol's for the Marine Corps.

From 1990 to 1991, propensity decreased slightly among nearly all demographic groups. The sole exception observed was non-student high school graduates who do not have a job. However, unaided mention of possible enlistment increased in frequency at the same time propensity was dropping, suggesting youth are generally more aware of enlistment as a job option, although fewer of them expect to enlist.

With the addition of 1992 YATS data to the historical series, the patterns previously observed since 1989 become more clear. The decline in aggregate male positive propensity, whether composite or Service-specific, continued. In some cases, the number of youth expressing positive propensity reached its lowest level in the history of the series.

Some departures from this trend exist, however. The most striking departure from a general decline in the frequency with which Military Service is mentioned as an actively considered option is demonstrated in Marine Corps propensity. Unlike composite propensity or expressed propensity for the other Services, Marine Corps enlistment propensity actually increased over 1991 levels for the two youngest age groups. Although not statistically significant, this change from the

pattern observed in the past few years may signal a stabilization or rebound, in Marine Corps enlistment propensity.

Unaided mentions of enlistment propensity remained remarkably stable from 1984 through 1991 with no significant year-to-year changes taking place. In 1992, however, the frequency of unaided mentions by youth 16-18 years old dropped significantly. While the permanence of this drop cannot be guessed at this time, its occurrence is unprecedented. The decline in unaided propensity serves to underscore the general decline observed (with exceptions) for composite and Service-specific propensity in 1992.

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APPENDIX A

COMPARISON OF RESERVE

PROPENSITY AS MEASURED BY

UNAIDED AND AIDED VERSIONS

COMPARISON OF RESERVE PROPENSITY AS MEASURED BY UNAIDED AND AIDED VERSIONS

Since its first administration in 1975, the YATS questionnaire has undergone continual improvement and revision in response to changes in the Department of Defense's (DoD) information requirements. Some of these changes in the YATS instrument have been implemented to increase the measurement precision of important YATS indicators. One of the more significant recent departures from previous YATS instrumentation is in the measurement of Reserve propensity as implemented in the 1990 and 1992 YATS questionnaires.

This appendix describes the use of two versions of the Reserve propensity section labeled "unaided" and "aided." For the purposes of this analysis, unaided propensity corresponds to the method of asking Reserve propensity questions in 1989 and previously. Aided propensity refers to a version of the Reserve propensity section introduced in the 1990 YATS administration and repeated in the 1992 administration. Differences in the propensity estimates provided by each version, overall, and by selected subgroups of the YATS population, are presented in this appendix to indicate the magnitude of differences produced by each version of the questions. After briefly considering these differences, a recommendation is provided for the use of Reserve propensity by analysts in the immediate future. Next, this appendix considers the possible combination of information from the two propensity versions through the use of a linear model for equating estimates obtained from each version. Finally, the findings presented in this appendix are summarized.

Unaided and Aided Reserve Propensity Versions

Reserve propensity, as measured by YATS, has always utilized the same two questions. In the context of what the respondent might be doing in the next few years, the YATS Reserve propensity questions are:

Q505 How likely is it that you will be serving in the National Guard?

Q507 How likely is it that you will be serving in the Reserves?

The difference in versions is not related to the questions themselves but rather to the total context within which they are asked. In the unaided version, the Reserve propensity questions appear within a series of questions asking the likelihood of working in a variety of occupations and serving in the active military. The aided version of these questions is distinguished by the use of an introduction preceding the questions.

Some DoD analysts, reviewing the historically low frequency of positive Reserve propensity, have expressed the opinion that Reserve and National Guard enlistment options are not as "top-of-the-mind" considerations as is active component enlistment. Basically, when asked the Reserve propensity questions, some youth do not understand the question because "Reserve" does not convey an option in the same way as, for example, "Navy."

To counter uninformed responses, a version of the Reserve propensity section was devised that contained the following introduction read immediately before the questions:

> There are ways to serve in the military that allow you to stay in your hometown area and have a regular full-time job or go to school. If you enlisted in a military Reserve or National Guard unit, you could serve and be paid for one weekend a month and two weeks of additional training each year. Of course, if a national emergency or local disaster occurred, you could be called up for active duty. With this in mind...

The expectation was that such an aided or informed response might more accurately reflect how youth would evaluate their opportunities when confronted with career choices.

Both the aided and the unaided versions of the Reserve propensity questions were asked of youth during the 1990 and 1992 YATS administrations. In each administration, youth were randomly selected to receive one or the other version of the propensity questions. As a consequence, approximately five thousand youth, during both administrations, were administered each version of the Reserve propensity questions.

Comparing Unaided and Aided Reserve Propensity - 1990 and 1992

Tables A-1 through A-10 present estimated Reserve propensities, by version, for the 1990 and 1992 YATS administrations. Results in these tables are presented overall and broken out by significant population subgroups. Even the most brief examination of the differences between levels reveals a substantial difference in the responses elicited by the two versions. Responses to the aided version of the Reserve propensity questions were more frequently positive.

Statistical tests of the differences between versions reveal that, in well over half of the comparisons, the aided version of Reserve propensity questions yielded more frequent positive responses. This finding is both in line with market research findings regarding aided and unaided responses and the issue of informed response as formulated by some DoD analysts. Once aware of the dimensions of the Reserve enlistment option, this choice becomes more salient, and therefore more frequently accepted as an active alternative. Forgoing any discussion of the correctness of the speculations, two practical questions are raised by these results. These are: (1) Which version of Reserve propensity

should analysts report? and (2) Is there any relationship between the estimates produced by the two versions? These questions will be addressed in the following two sections.

Reserve Propensity - Which Version to Report?

Presently, this question is easily answered. The historical series of YATS propensity measures most frequently used covers the years from 1984 through the present. Within this period, only the unaided measure was used until 1990. Therefore, in order to track trends in Reserve propensity, it is necessary that the unaided measure be reported. This is the convention followed in the measures reported in Chapter 4 of this document.

Although determined in a straightforward manner, this decision incurs a cost. As each version of the Reserve propensity section was administered to half of the respondents, each propensity estimate, including those for the unaided version, has only three-quarters the precision it would have, had it been administered to the full YATS sample. A review of the analysis detail presented in Chapters 3 and 4 should underscore the cost of only reporting on half of the YATS sample. The halving of sample size makes many subgroup comparisons untenable.

Equating Unaided and Aided Reserve Propensity Measures

With two administrations completed using the alternative Reserve propensity measures, investigations have begun to determine whether a robust transformation exists between the versions. This section reports preliminary results of this investigation.

The data used in this first investigation are the estimates provided by both versions reported in Tables A-1 through A-10. Each provides, for both YATS administrations, a pair of aggregate estimates of Reserve propensity. Initial zero-order correlations revealed a consistent and strong linear relationship between aided and unaided measurements regardless of administrative year, gender, or other characteristics. Subsequent linear modeling led to multiple regression estimating unaided propensity from aided propensity as shown in Table A-11.

The results of this effort indicate that aggregate unaided Reserve propensity can be accurately predicted from aided propensity. (The direction of the prediction is reversible.) This simple model of transformation between aided and unaided Reserve propensity is capable of explaining over eighty percent of the variance in the alternative version. Subsequent investigation should provide a method for combining aided and unaided responses and

extending either Reserve version with forward or backward compatibility with other Reserve propensity version questions.

Summary of the Comparison of Reserve Propensity Measures

In 1990 and 1992, identically distinct versions of the Reserve propensity sections were administered to half-samples. One version continued the practice of asking Reserve propensity questions within a series of occupational and active component propensity questions. This is termed the unaided version. The alternative version, termed the aided version, preceded the Reserve question with an introduction that summarized the dimensions of Reserve service.

The two versions produced different estimates of aggregate propensity for the Reserves. The aided measure was consistently higher in aggregate positive responses than the unaided version. For historical comparability, it is recommended that analysts use the unaided measure. This is the convention that has been adopted for this report.

Preliminary modeling of the relationship between the two versions, however, has revealed a strong linear relation between the two Reserve propensity versions at the aggregate level. Subsequent analysis should determine whether a suitable transformation exists that will allow combining or restating Reserve propensity estimates.

Table A-1. Percentage of Positive Composite Reserve and Reserve Component Propensity,
           by Propensity Version, Fall 1990 and Fall 1992 YATS

Component	1990		1990		1992		1992	
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
Composite	12.7	(0.6)	15.8	(0.6)	11.0	(0.6)	15.2	(0.6)
National Guard	7.7	(0.5)	12.1	(0.5)	4.8	(0.4)	9.4	(0.6)
Reserves	9.7	(0.5)	11.0	(0.6)	9.3	(0.5)	11.8	(0.6)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates are based on 4,852 interviews.
[b]Estimates are based on 4,945 interviews.
[c]Estimates are based on 5,132 interviews.
[d]Estimates are based on 5,455 interviews.

Source: RSVNG84, Q505, Q507, and VFORM.

Table A-2. Percentage of Positive Composite Reserve and Reserve Component Propensity,
by Propensity Version and Respondent Gender, Fall 1990 and Fall 1992 YATS

Gender/Component	1990				1992			
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
Males								
Composite	19.1	(0.8)	21.6	(0.9)	15.0	(0.7)	21.5	(1.0)
National Guard	11.4	(0.9)	16.4	(0.7)	6.6	(0.6)	13.3	(0.9)
Reserves	14.7	(0.7)	15.1	(0.9)	12.7	(0.6)	16.9	(0.9)
Females								
Composite	6.7	(0.7)	10.5	(0.7)	7.1	(0.8)	9.0	(0.7)
National Guard	4.2	(0.5)	8.3	(0.7)	2.9	(0.5)	5.6	(0.6)
Reserves	4.9	(0.7)	7.2	(0.7)	6.0	(0.8)	6.8	(0.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a] Estimates for males are based on 3,151 interviews; estimates for females are based on 1,700 interviews.
[b] Estimates for males are based on 3,211 interviews; estimates for females are based on 1,734 interviews.
[c] Estimates for males are based on 3,231 interviews; estimates for females are based on 1,901 interviews.
[d] Estimates for males are based on 3,448 interviews; estimates for females are based on 2,007 interviews.

Source: RSVNG84, Q505, Q507, Q402, and VFORM.

Table A-3. Percentage of Positive Composite Reserve and Reserve Component Propensity Among Males, by Propensity Version and Respondent Age, Fall 1990 and Fall 1992 YATS

Age/Component	1990				1992			
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
16-17 Year-Olds								
Composite	29.6	(2.1)	34.4	(1.7)	23.8	(1.8)	30.3	(2.0)
National Guard	19.0	(1.8)	26.9	(1.6)	9.2	(1.3)	18.8	(1.8)
Reserves	21.4	(1.7)	21.1	(1.7)	20.7	(1.7)	21.4	(2.1)
18-19 Year-Olds								
Composite	18.1	(1.3)	24.4	(2.3)	18.7	(2.0)	22.9	(2.1)
National Guard	8.4	(1.2)	17.9	(2.0)	8.0	(1.5)	14.7	(1.7)
Reserves	15.9	(1.3)	18.4	(2.2)	16.6	(1.8)	18.6	(2.1)
20-21 Year-Olds								
Composite	15.5	(1.8)	17.1	(1.8)	11.9	(1.8)	19.5	(2.1)
National Guard	9.3	(1.4)	11.7	(1.4)	6.2	(1.1)	10.6	(1.7)
Reserves	11.8	(1.6)	12.3	(1.5)	9.6	(1.6)	16.9	(1.9)
22-24 Year-Olds								
Composite	13.9	(1.6)	13.0	(1.4)	9.2	(1.0)	15.9	(2.3)
National Guard	8.9	(1.3)	10.4	(1.2)	4.4	(0.8)	10.4	(2.1)
Reserves	10.6	(1.5)	10.2	(1.1)	7.6	(1.0)	12.6	(2.2)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates for 16-17 year-olds are based on 819 interviews.
Estimates for 18-19 year-olds are based on 811 interviews.
Estimates for 20-21 year olds are based on 693 interviews.
Estimates for 22-24 year-olds are based on 828 interviews.

[b]Estimates for 16-17 year-olds are based on 837 interviews.
Estimates for 18-19 year-olds are based on 795 interviews.
Estimates for 20-21 year olds are based on 723 interviews.
Estimates for 22-24 year-olds are based on 856 interviews.

[c]Estimates for 16-17 year-olds are based on 678 interviews.
Estimates for 18-19 year-olds are based on 818 interviews.
Estimates for 20-21 year olds are based on 746 interviews.
Estimates for 22-24 year-olds are based on 989 interviews.

[d]Estimates for 16-17 year-olds are based on 718 interviews.
Estimates for 18-19 year-olds are based on 921 interviews.
Estimates for 20-21 year olds are based on 778 interviews.
Estimates for 22-24 year-olds are based on 1,031 interviews.

Source: RSVNG84, Q505, Q507, Q402, CALCAGE, and VFORM.

Table A-4. Percentage of Positive Composite Reserve and Reserve Component Propensity Among
Females, by Propensity Version and Respondent Age, Fall 1990 and Fall 1992 YATS

Age/Component	1990				1992			
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
16-17 Year-Olds								
Composite	10.8	(1.8)	18.8	(2.6)	10.7	(1.7)	14.3	(2.3)
National Guard	6.5	(1.3)	16.2	(2.5)	4.6	(—)	7.2	(1.5)
Reserves	8.4	(1.6)	10.9	(2.2)	9.0	(1.7)	10.4	(2.0)
18-19 Year-Olds								
Composite	8.7	(1.7)	9.6	(2.0)	8.4	(1.6)	10.9	(1.9)
National Guard	5.9	(—)	6.7	(1.6)	2.3	(—)	7.6	(1.6)
Reserves	5.9	(1.5)	6.8	(1.6)	7.7	(1.5)	9.4	(1.9)
20-21 Year-Olds								
Composite	4.7	(1.2)	7.5	(1.5)	5.8	(1.3)	7.6	(1.8)
National Guard	3.1	(—)	6.5	(1.5)	2.8	(—)	3.0	(—)
Reserves	3.2	(—)	4.6	(—)	4.9	(1.3)	6.5	(1.8)
22-24 Year-Olds								
Composite	4.0	(1.0)	7.9	(1.4)	4.8	(1.4)	5.8	(1.3)
National Guard	2.2	(—)	5.6	(1.0)	2.4	(—)	5.1	(1.3)
Reserves	3.0	(—)	7.0	(1.3)	3.7	(—)	3.3	(—)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates for 16-17 year-olds are based on 427 interviews.
 Estimates for 18-19 year-olds are based on 420 interviews.
 Estimates for 20-21 year olds are based on 390 interviews.
 Estimates for 22-24 year-olds are based on 473 interviews.

[b]Estimates for 16-17 year-olds are based on 415 interviews.
 Estimates for 18-19 year-olds are based on 408 interviews.
 Estimates for 20-21 year olds are based on 420 interviews.
 Estimates for 22-24 year-olds are based on 491 interviews.

[c]Estimates for 16-17 year-olds are based on 372 interviews.
 Estimates for 18-19 year-olds are based on 488 interviews.
 Estimates for 20-21 year olds are based on 456 interviews.
 Estimates for 22-24 year-olds are based on 585 interviews.

[d]Estimates for 16-17 year-olds are based on 405 interviews.
 Estimates for 18-19 year-olds are based on 509 interviews.
 Estimates for 20-21 year olds are based on 464 interviews.
 Estimates for 22-24 year-olds are based on 629 interviews.

(—) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: RSVNG84, Q505, Q507, Q402, CALCAGE, and VPORM.

Table A-5. Percentage of Positive Composite Reserve and Reserve Component Propensity Among Males, by Propensity Version and Racial Background, Fall 1990 and Fall 1992 YATS

Race/Component	1990				1992			
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
White								
Composite	16.2	(0.7)	19.0	(0.7)	13.4	(0.7)	18.1	(0.8)
National Guard	9.3	(0.7)	14.5	(0.6)	5.9	(0.5)	10.5	(0.6)
Reserves	12.3	(0.7)	13.1	(0.7)	11.1	(0.6)	14.1	(0.8)
Black								
Composite	33.9	(3.2)	34.5	(3.7)	23.1	(3.1)	41.5	(4.2)
National Guard	22.2	(3.4)	25.1	(2.8)	10.5	(--)	30.0	(4.3)
Reserves	26.8	(2.8)	25.6	(4.0)	20.2	(2.8)	32.2	(4.2)
Other[e]								
Composite	25.4	(3.3)	31.4	(3.2)	22.4	(2.6)	26.8	(2.9)
National Guard	14.9	(2.2)	25.2	(2.9)	9.2	(1.9)	16.6	(2.8)
Reserves	21.5	(3.4)	22.1	(2.9)	21.3	(2.4)	24.9	(2.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a] Estimates for White youth are based on 2,588 interviews.
 Estimates for Black youth are based on 241 interviews.
 Estimates for Other youth are based on 289 interviews.

[c] Estimates for White youth are based on 2,639 interviews.
 Estimates for Black youth are based on 218 interviews.
 Estimates for Other youth are based on 358 interviews.

[b] Estimates for White youth are based on 2,626 interviews.
 Estimates for Black youth are based on 236 interviews.
 Estimates for Other youth are based on 315 interviews.

[d] Estimates for White youth are based on 2,831 interviews.
 Estimates for Black youth are based on 246 interviews.
 Estimates for Other youth are based on 351 interviews.

[e] "Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," or "Other."

Source: RSVNG84, Q505, Q507, Q402, Q714, and VFORM.

Table A-6. Percentage of Positive Composite Reserve and Reserve Component Propensity Among
Females, by Propensity Version and Racial Background, Fall 1990 and Fall 1992 YATS

| | 1990 | | | | 1992 | | | |
| | Unaided Version[a] | | Aided Version[b] | | Unaided Version[c] | | Aided Version[d] | |
Race/Component								
White								
Composite	5.2	(0.7)	8.6	(0.7)	5.0	(0.8)	6.8	(0.7)
National Guard	3.2	(0.6)	6.6	(0.7)	2.0	(0.4)	4.4	(0.7)
Reserves	3.5	(0.6)	5.6	(0.7)	4.3	(0.8)	5.0	(0.7)
Black								
Composite	12.9	(2.7)	19.0	(3.0)	14.8	(2.7)	18.8	(3.8)
National Guard	8.7	(--)	15.6	(2.9)	5.9	(--)	10.3	(--)
Reserves	11.4	(2.7)	15.4	(2.7)	12.3	(2.1)	14.6	(3.3)
Other[e]								
Composite	11.5	(3.0)	21.4	(5.2)	15.4	(3.4)	15.3	(2.6)
National Guard	7.3	(--)	17.5	(4.8)	7.7	(--)	10.5	(--)
Reserves	6.9	(--)	11.7	(3.0)	13.1	(--)	13.6	(2.4)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates for White youth are based on 1,351 interviews.
   Estimates for Black youth are based on 187 interviews.
   Estimates for Other youth are based on 156 interviews.

[c]Estimates for White youth are based on 1,521 interviews.
   Estimates for Black youth are based on 194 interviews.
   Estimates for Other youth are based on 174 interviews.

[b]Estimates for White youth are based on 1,390 interviews.
   Estimates for Black youth are based on 184 interviews.
   Estimates for Other youth are based on 150 interviews.

[d]Estimates for White youth are based on 1,619 interviews.
   Estimates for Black youth are based on 189 interviews.
   Estimates for Other youth are based on 190 interviews.

[e]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," or "Other."

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: RSVNG84, Q505, Q507, Q402, Q714, and VFORM.

Table A-7. Percentage of Positive Composite Reserve and Reserve Component Propensity Among Males, by Propensity Version and AFQT Score, Fall 1990 and Fall 1992 YATS

Aptitude/Component[a]	1990				1992			
	Unaided Version[b]		Aided Version[c]		Unaided Version[d]		Aided Version[e]	
High AFQT								
Composite	12.2	(0.8)	15.9	(0.9)	11.9	(0.7)	14.3	(0.9)
National Guard	6.8	(0.8)	11.4	(0.8)	4.2	(0.4)	8.7	(0.6)
Reserves	9.1	(0.7)	11.0	(0.9)	10.5	(0.7)	10.8	(0.8)
Low AFQT								
Composite	29.7	(1.9)	30.5	(1.9)	20.1	(1.5)	33.6	(2.2)
National Guard	18.4	(1.9)	24.1	(1.5)	10.8	(1.3)	21.0	(2.1)
Reserves	23.4	(1.6)	21.5	(2.0)	16.4	(1.3)	27.2	(2.1)

Note: Tabled values are percentages with standard errors in parentheses.

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-59) of the Armed Forces Qualification Test (AFQT).
 Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[b]Estimates for high AFQT youth are based on 2,119 interviews; estimates for low AFQT youth are based on 1,032 interviews.
[c]Estimates for high AFQT youth are based on 2,173 interviews; estimates for low AFQT youth are based on 1,038 interviews.
[d]Estimates for high AFQT youth are based on 2,317 interviews; estimates for low AFQT youth are based on 914 interviews.
[e]Estimates for high AFQT youth are based on 2,515 interviews; estimates for low AFQT youth are based on 933 interviews.

Source: RSVNG84, Q505, Q507, Q402, AFQTHIGP, AFQTLOGP, and VFORM.

Table A-8. Percentage of Positive Composite Reserve and Reserve Component Propensity Among
Females, by Propensity Version and AFQT Score, Fall 1990 and Fall 1992 YATS

| Aptitude/Component[a] | 1990[b] | | 1992 | |
	Unaided Version	Aided Version	Unaided Version[c]	Aided Version[d]
High AFQT				
Composite	--	--	4.2 (0.7)	3.9 (0.6)
National Guard	--	--	1.9 (0.5)	2.5 (0.5)
Reserves	--	--	3.6 (0.7)	2.8 (0.5)
Low AFQT				
Composite	--	--	11.6 (1.7)	17.0 (1.7)
National Guard	--	--	4.5 (1.0)	10.3 (1.4)
Reserves	--	--	9.7 (1.5)	13.0 (1.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]High aptitude is defined as predicted scores in Categories I-IIIA (percentiles 50-59) of the Armed Forces
 Qualification Test (AFQT).
 Low aptitude is defined as predicted scores in Categories IIIB-V (percentiles 1-49) of the AFQT.

[b]AFQT scores were not calculated for females in 1990.

[c]Estimates for high AFQT youth are based on 1,335 interviews; estimates for low AFQT youth are based on 566 interviews.

[d]Estimates for high AFQT youth are based on 1,427 interviews; estimates for low AFQT youth are based on 580 interviews.

Source: RSVNG84, Q505, Q507, Q402, AFQTHIGP, AFQTLOGP, and VFORM.

Table A-9. Percentage of Positive Composite Reserve and Reserve Component Propensity Among
Males, by Propensity Version and Geographic Region, Fall 1990 and Fall 1992 YATS

Region/Component	1990					1992			
	Unaided Version[a]		Aided Version[b]			Unaided Version[c]		Aided Version[d]	
Northeast									
Composite	18.1	(1.9)	16.4	(1.4)		12.8	(1.4)	21.4	(2.2)
National Guard	9.4	(1.5)	10.8	(1.3)		3.9	(0.6)	12.3	(2.1)
Reserves	14.6	(1.9)	12.1	(1.3)		11.6	(1.5)	17.5	(1.9)
North Central									
Composite	14.4	(1.4)	20.2	(1.4)		11.8	(1.4)	17.5	(2.2)
National Guard	9.7	(1.2)	15.6	(1.3)		5.2	(1.0)	10.0	(1.8)
Reserves	11.5	(1.4)	12.5	(1.4)		10.0	(1.1)	13.4	(1.9)
South									
Composite	25.5	(1.8)	23.9	(1.4)		19.0	(1.5)	25.0	(1.9)
National Guard	15.1	(1.8)	19.0	(1.2)		9.6	(1.2)	16.0	(1.6)
Reserves	19.1	(1.6)	17.2	(1.5)		15.4	(1.3)	19.6	(1.7)
West									
Composite	14.1	(1.7)	25.1	(2.4)		13.7	(1.7)	20.2	(2.1)
National Guard	8.3	(1.8)	18.5	(2.0)		5.4	(1.1)	13.6	(1.8)
Reserves	11.0	(1.5)	18.2	(2.4)		12.2	(1.7)	15.7	(1.8)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates for Northeast are based on 654 interviews.
Estimates for North Central are based on 851 interviews.
Estimates for South are based on 1,051 interviews.
Estimates for West are based on 595 interviews.

[b]Estimates for Northeast are based on 691 interviews.
Estimates for North Central are based on 805 interviews.
Estimates for South are based on 1,075 interviews.
Estimates for West are based on 640 interviews.

[c]Estimates for Northeast are based on 652 interviews.
Estimates for North Central are based on 914 interviews.
Estimates for South are based on 1,134 interviews.
Estimates for West are based on 531 interviews.

[d]Estimates for Northeast are based on 683 interviews.
Estimates for North Central are based on 946 interviews.
Estimates for South are based on 1,196 interviews.
Estimates for West are based on 623 interviews.

Source: RSVNG84, Q505, Q507, Q402, REGION, and VFORM.

Table A-10. Percentage of Positive Composite Reserve and Reserve Component Propensity Among Females, by Propensity Version and Geographic Region, Fall 1990 and Fall 1992 YATS

Region/Component	1990				1992			
	Unaided Version[a]		Aided Version[b]		Unaided Version[c]		Aided Version[d]	
Northeast								
Composite	3.8	(--)	9.7	(1.7)	9.5	(1.9)	11.1	(2.3)
National Guard	2.2	(--)	6.9	(1.5)	3.9	(--)	5.9	(1.5)
Reserves	1.9	(--)	7.1	(1.5)	7.4	(1.6)	9.3	(2.2)
North Central								
Composite	7.6	(1.6)	9.2	(1.6)	4.1	(1.1)	5.9	(1.4)
National Guard	3.7	(--)	7.2	(1.6)	1.7	(--)	4.0	(--)
Reserves	6.6	(1.5)	5.5	(1.2)	3.5	(--)	4.3	(--)
South								
Composite	7.3	(1.2)	10.5	(1.5)	8.2	(1.4)	9.9	(1.3)
National Guard	4.3	(1.0)	8.6	(1.3)	3.5	(--)	6.1	(1.2)
Reserves	5.3	(1.1)	7.4	(1.3)	7.1	(1.4)	7.4	(1.2)
West								
Composite	7.6	(1.7)	13.7	(2.2)	6.8	(2.1)	9.6	(2.2)
National Guard	6.8	(1.7)	11.2	(2.0)	2.5	(--)	6.5	(--)
Reserves	5.0	(--)	9.8	(1.8)	6.1	(--)	6.5	(1.7)

Note: Tabled values are percentages with standard errors in parentheses.

[a]Estimates for Northeast are based on 335 interviews.
Estimates for North Central are based on 458 interviews.
Estimates for South are based on 585 interviews.
Estimates for West are based on 322 interviews.

[c]Estimates for Northeast are based on 391 interviews.
Estimates for North Central are based on 542 interviews.
Estimates for South are based on 661 interviews.
Estimates for West are based on 307 interviews.

[b]Estimates for Northeast are based on 389 interviews.
Estimates for North Central are based on 453 interviews.
Estimates for South are based on 585 interviews.
Estimates for West are based on 307 interviews.

[d]Estimates for Northeast are based on 414 interviews.
Estimates for North Central are based on 556 interviews.
Estimates for South are based on 695 interviews.
Estimates for West are based on 342 interviews.

(--) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

Source: RSVNG84, Q505, Q507, Q402, REGION, and VFORM.

Table A-11. Multiple Regression Estimating Unaided Propensity From Aided Propensity, Fall 1990 and Fall 1992 YATS

A. Analysis of Variance for Propensity Regression Model

Source	DF	Sum of Squares	Mean Square	F Value	Prob > F
	3	6149.6	2049.9	248.9	0.0001
Error	170	1399.8	8.2		
C Total	173	7549.4			

B. Fit of Model to Actual Propensity Values

Root MSE	2.9	R-square	0.81
Dep Mean	10.0	Adj R-sq	0.81

C. Parameter Estimates

Variable	DF	Estimate	Error	Parameter=0	Prob > |T|
INTERCEPT	1	-0.88	0.49	-1.79	0.0757
AIDPROP	1	0.72	0.04	19.15	0.0001
GENDER	1	0.97	0.58	1.67	0.0964
YEAR	1	1.11	0.44	2.55	0.0118

APPENDIX B

ADDITIONAL FINDINGS ON

MILITARY ADVERTISING

Table B-1. Fall 1992 YATS - Unaided Advertising Awareness, by Race and Gender

	Males[a]		Females[b]	
Army				
White	87.4	(0.6)	84.0	(1.0)
Black	88.4	(2.1)	87.4	(2.6)
Hispanic	86.3	(2.4)	88.2	(2.4)
Other[c]	83.6	(2.7)	75.8	(4.6)
Navy				
White	54.5	(0.8)	43.6	(1.2)
Black	50.6	(3.3)	43.5	(3.1)
Hispanic	50.9	(3.1)	41.5	(4.0)
Other[c]	42.8	(3.2)	38.9	(4.1)
Air Force				
White	59.7	(1.0)	46.2	(1.1)
Black	46.4	(2.8)	33.0	(3.5)
Hispanic	53.4	(3.6)	50.1	(4.0)
Other[c]	42.9	(2.9)	39.8	(4.0)
Marine Corps				
White	72.6	(0.8)	60.7	(1.2)
Black	70.3	(2.8)	50.4	(3.4)
Hispanic	69.1	(3.9)	64.8	(3.7)
Other[c]	63.6	(3.3)	65.0	(3.9)
Coast Guard				
White	25.3	(0.7)	17.4	(1.0)
Black	19.5	(2.6)	11.7	(2.5)
Hispanic	20.6	(3.1)	13.9	(2.4)
Other[c]	17.4	(2.3)	12.0	(–)
Joint Service				
White	41.0	(0.9)	32.2	(0.9)
Black	37.4	(3.0)	23.6	(3.2)
Hispanic	34.4	(2.9)	24.8	(3.4)
Other[c]	32.1	(3.5)	21.2	(3.9)

Note: Tabled values are percentages, with standard errors in parentheses.

[a]Estimates are based on 5,756 interviews.

[b]Estimates are based on 3,294 interviews.

[c]"Other" includes the categories "Asian or Pacific Islander," "American Indian or Alaskan Native," and "Other."

(–) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, Q714, and Q715.

Table B-2. Fall 1992 YATS - Unaided Advertising Awareness, by Employment Status and Gender

	Males[a]		Females[b]	
Army				
Employed	87.8	(0.7)	86.4	(1.0)
Not Employed, Looking	84.7	(1.8)	82.5	(2.8)
Not Employed, Not Looking	88.2	(0.9)	81.5	(2.0)
Navy				
Employed	53.7	(1.0)	43.8	(1.2)
Not Employed, Looking	52.6	(2.0)	43.8	(3.1)
Not Employed, Not Looking	53.9	(2.2)	42.2	(2.5)
Air Force				
Employed	58.1	(1.1)	45.2	(1.2)
Not Employed, Looking	54.0	(2.1)	41.8	(2.8)
Not Employed, Not Looking	57.8	(1.7)	43.8	(2.9)
Marine Corps				
Employed	73.2	(0.8)	60.9	(1.4)
Not Employed, Looking	67.6	(2.1)	63.2	(2.9)
Not Employed, Not Looking	71.8	(1.7)	54.4	(2.6)
Coast Guard				
Employed	25.6	(0.9)	18.2	(1.1)
Not Employed, Looking	19.4	(1.8)	11.2	(1.7)
Not Employed, Not Looking	23.5	(1.6)	14.9	(1.8)
Joint Service				
Employed	40.9	(1.0)	31.1	(1.2)
Not Employed, Looking	38.3	(2.1)	26.8	(3.0)
Not Employed, Not Looking	38.3	(1.9)	30.2	(2.1)

Note: Tabled values are percentages, with standard errors in parentheses.

[a]Estimates are based on 5,756 interviews.
[b]Estimates are based on 3,294 interviews.

Source: Q402, V617ARMY, V617NAVY, V617AIRF, V617MARN, V617CGRD, Q608, and VEMPSTAT.

Table B-3A. Fall 1992 YATS - Slogan Recognition Among Males, by Age

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Be All You Can Be."										
<u>Army</u>	91.9	(0.8)	88.4	(1.0)	88.1	(1.2)	87.2	(1.1)	88.7	(0.6)
Air Force	2.8	(0.6)	3.0	(0.5)	5.8	(0.8)	3.3	(0.4)	3.7	(0.3)
Marine Corps	0.8	(0.3)	1.4	(0.4)	1.1	(0.4)	1.8	(0.4)	1.3	(0.2)
Navy	2.1	(0.6)	2.6	(0.5)	2.2	(0.4)	2.8	(0.4)	2.4	(0.2)
Coast Guard	0.1	(—)	0.2	(—)	0.0	(—)	0.0	(—)	0.1	(—)
Joint Service	1.7	(0.3)	2.4	(0.5)	1.6	(0.4)	2.6	(0.5)	2.1	(0.2)
Don't Know/Refused	0.7	(—)	2.1	(0.6)	1.2	(0.3)	2.4	(0.5)	1.7	(0.2)
"Get an Edge on Life."										
<u>Army</u>	71.7	(1.5)	71.6	(1.5)	64.0	(1.7)	57.1	(1.5)	65.1	(0.8)
Air Force	5.2	(0.7)	4.8	(0.7)	6.3	(0.7)	6.3	(0.6)	5.7	(0.3)
Marine Corps	7.9	(0.9)	8.2	(0.9)	10.9	(1.2)	13.2	(1.0)	10.4	(0.5)
Navy	3.9	(0.5)	4.8	(0.7)	4.1	(0.5)	6.2	(0.6)	4.9	(0.3)
Coast Guard	0.7	(—)	1.1	(—)	1.7	(—)	1.1	(0.3)	1.2	(0.2)
Joint Service	1.8	(0.4)	1.9	(0.4)	2.7	(0.5)	2.1	(0.4)	2.1	(0.3)
Don't Know/Refused	8.9	(1.0)	7.7	(0.9)	10.3	(0.9)	14.0	(1.2)	10.6	(0.5)
"___. It's Not Just a Job. It's an Adventure."										
<u>Navy</u>	11.1	(1.2)	12.3	(0.8)	12.6	(1.0)	15.0	(1.1)	13.0	(0.5)
Air Force	5.6	(0.6)	4.8	(0.6)	5.9	(0.7)	5.9	(0.8)	5.6	(0.4)
Army	46.2	(1.6)	47.7	(1.3)	55.6	(1.7)	55.1	(1.3)	51.6	(0.7)
Marine Corps	16.3	(1.1)	16.4	(1.3)	16.0	(1.2)	11.6	(0.7)	14.7	(0.5)
Coast Guard	2.7	(0.5)	1.5	(0.3)	0.9	(—)	0.5	(—)	1.3	(0.2)
Joint Service	4.1	(0.5)	3.6	(0.5)	2.9	(0.5)	3.5	(0.6)	3.5	(0.3)
Don't Know/Refused	14.0	(1.1)	13.8	(1.1)	6.0	(0.7)	8.4	(0.8)	10.2	(0.4)
"You Are Tomorrow. You Are the ___."										
<u>Navy</u>	30.0	(1.3)	35.6	(1.6)	37.2	(1.5)	31.9	(1.3)	33.6	(0.6)
Air Force	3.0	(0.6)	4.8	(0.7)	6.0	(0.9)	4.8	(0.6)	4.7	(0.4)
Army	14.5	(1.1)	11.9	(1.1)	11.6	(1.0)	12.9	(1.0)	12.7	(0.5)
Marine Corps	19.5	(1.3)	17.9	(1.1)	19.0	(1.5)	17.4	(1.1)	18.4	(0.6)
Coast Guard	2.5	(0.7)	2.1	(0.5)	2.1	(0.4)	2.2	(0.3)	2.2	(0.2)
Joint Service	4.6	(0.6)	3.8	(0.6)	3.7	(0.6)	3.0	(0.5)	3.7	(0.3)
Don't Know/Refused	26.0	(1.4)	23.9	(1.4)	20.4	(1.2)	27.7	(1.2)	24.7	(0.6)

Note: ■   Tabled values are percentages, with standard errors in parentheses.

         ■   Underlined Service is the correct response to the slogan.

[a]Estimates are based on 1,396 interviews.   [d]Estimates are based on 2,020 interviews.

[b]Estimates are based on 1,739 interviews.   [e]Estimates are based on 6,679 interviews.

[c]Estimates are based on 1,524 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3A. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"You and the ___. Full Speed Ahead."										
Navy	51.4	(1.3)	52.1	(1.7)	51.6	(1.8)	50.7	(1.5)	51.4	(0.8)
Air Force	11.3	(1.1)	11.9	(1.0)	11.9	(1.0)	10.4	(0.8)	11.3	(0.5)
Army	12.3	(1.2)	12.5	(0.9)	13.2	(1.1)	13.2	(0.8)	12.8	(0.5)
Marine Corps	4.4	(0.7)	4.2	(0.7)	3.7	(0.7)	4.1	(0.6)	4.1	(0.3)
Coast Guard	4.4	(0.7)	4.0	(0.6)	5.1	(0.9)	4.8	(0.6)	4.6	(0.3)
Joint Service	1.6	(0.4)	1.2	(—)	0.6	(—)	0.5	(—)	0.9	(0.2)
Don't Know/Refused	14.6	(1.2)	14.2	(1.0)	13.8	(1.1)	16.3	(1.0)	14.9	(0.5)
"Aim High. ___."										
Air Force	87.3	(1.1)	89.5	(1.1)	90.1	(1.1)	90.2	(1.0)	89.4	(0.5)
Army	2.1	(0.4)	1.9	(0.4)	2.0	(0.4)	2.1	(0.5)	2.0	(0.2)
Marine Corps	2.0	(0.4)	2.6	(0.5)	1.6	(0.4)	1.5	(0.4)	1.9	(0.2)
Navy	2.5	(0.6)	1.7	(0.4)	2.8	(0.7)	1.3	(0.3)	2.0	(0.2)
Coast Guard	0.3	(—)	0.2	(—)	0.3	(—)	0.4	(—)	0.3	(—)
Joint Service	1.3	(—)	0.6	(—)	0.3	(—)	0.1	(—)	0.5	(0.1)
Don't Know/Refused	4.4	(0.7)	3.5	(1.0)	3.0	(0.6)	4.4	(0.7)	3.9	(0.4)
"The Few. The Proud. ___."										
Marine Corps	73.6	(1.5)	81.5	(1.1)	88.2	(1.0)	91.2	(1.0)	84.5	(0.5)
Air Force	3.5	(0.7)	1.9	(0.5)	1.7	(0.6)	1.3	(—)	2.0	(0.3)
Army	7.3	(0.9)	4.3	(0.7)	3.9	(0.7)	2.8	(0.5)	4.4	(0.3)
Navy	4.7	(0.7)	4.5	(0.7)	1.7	(0.4)	1.4	(0.3)	2.9	(0.2)
Coast Guard	0.9	(—)	0.5	(—)	0.2	(—)	0.1	(—)	0.4	(0.1)
Joint Service	2.1	(0.5)	1.3	(—)	1.0	(—)	0.3	(—)	1.1	(0.2)
Don't Know/Refused	7.9	(0.9)	6.1	(0.9)	3.3	(0.6)	2.8	(0.5)	4.8	(0.3)
"Be Part of the Action."										
Coast Guard	6.8	(0.7)	5.9	(0.7)	7.0	(0.9)	4.8	(0.7)	6.0	(0.3)
Air Force	7.0	(0.8)	5.7	(0.9)	4.7	(0.6)	4.4	(0.6)	5.3	(0.3)
Army	15.6	(1.2)	17.6	(1.2)	19.4	(1.4)	18.3	(0.8)	17.8	(0.5)
Marine Corps	18.7	(1.3)	21.3	(1.3)	20.7	(1.3)	23.4	(1.2)	21.3	(0.6)
Navy	8.9	(1.0)	6.3	(0.6)	6.5	(0.9)	5.6	(0.5)	6.7	(0.4)
Joint Service	9.7	(0.9)	8.3	(0.8)	7.6	(0.8)	7.0	(0.6)	8.0	(0.4)
Don't Know/Refused	33.3	(1.2)	34.9	(1.4)	34.0	(1.3)	36.5	(1.2)	34.9	(0.6)

Note: ▪ Tabled values are percentages, with standard errors in parentheses.

▪ Underlined Service is the correct response to the slogan.

[a] Estimates are based on 1,396 interviews.
[b] Estimates are based on 1,739 interviews.
[c] Estimates are based on 1,524 interviews.
[d] Estimates are based on 2,020 interviews.
[e] Estimates are based on 6,679 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q102, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3A. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Help Others, Help Yourself."										
<u>Coast Guard</u>	12.4	(1.0)	11.5	(0.8)	12.9	(1.0)	13.1	(0.9)	12.5	(0.5)
Air Force	3.6	(0.6)	2.8	(0.6)	2.7	(0.6)	2.8	(0.5)	3.0	(0.2)
Army	20.5	(1.4)	20.7	(1.3)	22.0	(1.5)	22.2	(1.1)	21.4	(0.6)
Marine Corps	6.6	(0.8)	6.7	(0.9)	4.8	(0.8)	5.1	(0.6)	5.7	(0.4)
Navy	5.2	(0.7)	5.3	(0.6)	4.9	(0.8)	4.3	(0.7)	4.9	(0.4)
Joint Service	11.5	(1.1)	10.7	(0.9)	12.1	(1.1)	8.9	(0.8)	10.6	(0.5)
Don't Know/Refused	40.1	(1.6)	42.3	(1.5)	40.6	(1.5)	43.6	(1.3)	41.8	(0.8)
"It's a Great Place to Start."										
<u>Joint Service</u>	11.6	(1.0)	9.5	(0.8)	10.0	(1.2)	9.8	(0.8)	10.2	(0.4)
Air Force	11.6	(0.9)	11.9	(1.1)	14.6	(1.4)	15.2	(1.1)	13.6	(0.6)
Army	22.6	(1.4)	27.0	(1.3)	30.7	(1.4)	33.2	(1.4)	28.9	(0.6)
Marine Corps	8.4	(1.0)	7.2	(0.9)	4.8	(0.7)	5.5	(0.7)	6.3	(0.4)
Navy	14.7	(1.0)	16.8	(1.1)	16.6	(1.5)	15.4	(1.7)	15.8	(0.7)
Coast Guard	4.5	(0.7)	4.1	(0.7)	2.9	(0.5)	1.6	(0.3)	3.1	(0.3)
Don't Know/Refused	26.5	(1.4)	23.6	(1.4)	20.4	(1.2)	19.3	(1.5)	22.1	(0.6)
"Opportunity is Waiting For You."										
<u>Joint Service</u>	14.4	(0.9)	13.6	(0.9)	15.6	(1.1)	13.0	(0.8)	14.1	(0.4)
Air Force	2.6	(0.5)	3.2	(0.6)	4.1	(0.7)	3.8	(0.6)	3.5	(0.3)
Army	22.2	(1.4)	22.4	(1.2)	23.7	(1.2)	20.5	(1.1)	22.1	(0.6)
Marine Corps	10.6	(1.0)	11.8	(1.0)	8.2	(0.8)	8.6	(0.7)	9.6	(0.4)
Navy	15.0	(1.5)	15.3	(1.1)	13.4	(1.0)	14.3	(0.9)	14.4	(0.5)
Coast Guard	6.2	(0.7)	4.8	(0.6)	6.3	(0.7)	7.0	(0.7)	6.2	(0.3)
Don't Know/Refused	29.0	(1.4)	28.9	(1.3)	28.7	(1.5)	32.8	(1.5)	30.1	(0.7)

Note: • Tabled values are percentages, with standard errors in parentheses.

• Underlined Service is the correct response to the slogan.

[a] Estimates are based on 1,396 interviews.

[b] Estimates are based on 1,739 interviews.

[c] Estimates are based on 1,524 interviews.

[d] Estimates are based on 2,020 interviews.

[e] Estimates are based on 6,679 interviews.

(--) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3A. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Stand Up, Stand Out."										
<u>Joint Service</u>	7.6	(1.1)	5.9	(0.7)	5.3	(0.8)	3.3	(0.4)	5.3	(0.3)
Air Force	4.3	(0.7)	6.0	(0.8)	4.9	(0.7)	5.5	(0.8)	5.2	(0.4)
Army	10.2	(0.9)	9.4	(0.9)	11.6	(1.2)	8.4	(0.8)	9.8	(0.4)
Marine Corps	27.6	(1.5)	30.4	(1.3)	31.7	(1.3)	35.0	(1.2)	31.6	(0.6)
Navy	4.8	(0.7)	4.5	(0.6)	4.5	(0.8)	4.9	(0.6)	4.7	(0.4)
Coast Guard	6.2	(0.9)	3.9	(0.7)	4.1	(0.7)	2.7	(0.4)	4.1	(0.3)
Don't Know/Refused	39.2	(1.3)	39.9	(1.3)	37.9	(1.3)	40.1	(1.2)	39.3	(0.5)
"Moving To and Through the Objective."										
<u>Don't Know/Refused</u>	41.2	(1.4)	43.9	(1.5)	45.1	(1.6)	47.2	(1.4)	44.7	(0.7)
Army	21.4	(1.1)	18.6	(1.2)	18.8	(1.2)	18.7	(1.0)	19.3	(0.5)
Air Force	7.7	(0.8)	7.5	(0.8)	7.6	(0.7)	7.2	(0.8)	7.5	(0.4)
Marine Corps	13.3	(1.1)	14.5	(1.1)	14.5	(1.0)	15.2	(0.9)	14.5	(0.5)
Navy	8.4	(1.0)	6.7	(0.7)	6.6	(0.9)	4.9	(0.5)	6.5	(0.4)
Coast Guard	2.6	(0.5)	3.9	(0.6)	3.1	(0.6)	2.6	(0.6)	3.0	(0.3)
Joint Service	5.5	(0.6)	4.9	(0.6)	4.2	(0.7)	4.1	(0.5)	4.6	(0.3)

Note:
- Tabled values are percentages, with standard errors in parentheses.
- Underlined Service is the correct response to the slogan.

[a] Estimates are based on 1,396 interviews.
[b] Estimates are based on 1,739 interviews.
[c] Estimates are based on 1,524 interviews.
[d] Estimates are based on 2,020 interviews.
[e] Estimates are based on 6,679 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3B. Fall 1992 YATS - Slogan Recognition Among Females, by Age

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Be All You Can Be."										
<u>Army</u>	90.0	(1.6)	91.9	(0.9)	90.8	(1.5)	86.4	(1.2)	89.4	(0.7)
Air Force	2.5	(0.7)	1.8	(—)	1.5	(—)	3.0	(0.5)	2.3	(0.3)
Marine Corps	1.6	(—)	0.5	(—)	0.6	(—)	1.2	(—)	1.0	(0.2)
Navy	2.7	(0.6)	2.6	(0.8)	2.4	(0.5)	4.9	(0.9)	3.3	(0.4)
Coast Guard	0.0	(—)	0.0	(—)	0.0	(—)	0.3	(—)	0.1	(—)
Joint Service	2.0	(—)	1.7	(—)	2.6	(0.8)	2.1	(0.5)	2.1	(0.3)
Don't Know/Refused	1.3	(—)	1.6	(0.4)	2.1	(—)	2.3	(0.5)	1.9	(0.3)
"Get an Edge on Life."										
<u>Army</u>	69.8	(2.1)	67.6	(1.5)	58.2	(2.0)	45.9	(1.6)	58.4	(1.0)
Air Force	2.5	(0.6)	4.9	(0.9)	5.7	(1.0)	7.2	(1.0)	5.4	(0.4)
Marine Corps	5.1	(1.0)	6.5	(0.9)	5.7	(0.9)	10.0	(1.3)	7.2	(0.6)
Navy	5.2	(0.9)	4.6	(0.8)	7.1	(1.3)	5.6	(0.8)	5.7	(0.5)
Coast Guard	1.4	(—)	1.3	(—)	1.3	(—)	1.7	(—)	1.5	(0.2)
Joint Service	2.3	(0.7)	1.9	(—)	2.7	(0.6)	2.8	(0.5)	2.5	(0.3)
Don't Know/Refused	13.8	(1.7)	13.1	(1.4)	19.3	(1.7)	26.7	(1.6)	19.4	(0.7)
"___. It's Not Just a Job. It's an Adventure."										
<u>Navy</u>	10.5	(1.4)	10.0	(1.2)	10.7	(1.5)	9.2	(1.1)	10.0	(0.8)
Air Force	7.3	(1.1)	8.9	(1.1)	5.4	(0.8)	8.6	(0.9)	7.6	(0.5)
Army	33.7	(1.7)	36.3	(2.3)	44.1	(2.1)	50.1	(1.8)	42.3	(1.2)
Marine Corps	13.0	(1.4)	14.1	(1.2)	15.3	(1.3)	12.3	(1.0)	13.6	(0.5)
Coast Guard	4.1	(0.7)	2.7	(0.7)	1.5	(—)	2.2	(0.6)	2.5	(0.3)
Joint Service	3.5	(0.8)	3.1	(0.8)	5.8	(1.0)	3.8	(0.7)	4.1	(0.4)
Don't Know/Refused	27.9	(2.0)	24.9	(2.0)	17.2	(1.7)	13.8	(1.2)	19.9	(1.0)
"You Are Tomorrow. You Are the ___."										
<u>Navy</u>	28.6	(2.0)	26.7	(1.8)	28.2	(1.7)	24.8	(1.6)	26.8	(0.9)
Air Force	2.8	(—)	5.5	(0.9)	3.6	(0.9)	5.3	(0.9)	4.4	(0.4)
Army	15.0	(1.3)	10.5	(1.0)	12.5	(1.7)	11.2	(1.1)	12.2	(0.7)
Marine Corps	9.3	(1.5)	15.7	(1.2)	15.4	(1.4)	18.6	(1.5)	15.3	(0.6)
Coast Guard	3.1	(0.6)	3.2	(0.9)	3.2	(0.9)	2.5	(0.6)	2.9	(0.4)
Joint Service	5.1	(1.1)	4.0	(0.9)	3.8	(0.7)	3.5	(0.6)	4.0	(0.4)
Don't Know/Refused	36.1	(1.9)	34.3	(2.0)	33.4	(2.2)	34.1	(1.9)	34.4	(1.0)

Note: ■ Tabled values are percentages, with standard errors in parentheses.

■ Underlined Service is the correct response to the slogan.

[a] Estimates are based on 777 interviews.   [d] Estimates are based on 1,214 interviews.

[b] Estimates are based on 997 interviews.   [e] Estimates are based on 3,908 interviews.

[c] Estimates are based on 920 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3B. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"You and the ___. Full Speed Ahead."										
Navy	34.5	(2.0)	34.6	(2.0)	33.3	(2.0)	34.6	(1.7)	34.3	(0.9)
Air Force	15.3	(1.5)	16.3	(1.5)	17.9	(1.6)	16.0	(1.3)	16.4	(0.8)
Army	16.3	(1.7)	12.5	(1.3)	11.4	(1.3)	9.9	(1.1)	12.1	(0.7)
Marine Corps	3.7	(0.7)	3.2	(0.7)	5.4	(1.0)	4.2	(0.7)	4.2	(0.4)
Coast Guard	3.9	(0.7)	4.5	(0.7)	5.2	(0.8)	5.5	(0.7)	4.9	(0.4)
Joint Service	2.1	(—)	1.8	(—)	2.1	(—)	1.1	(—)	1.7	(0.3)
Don't Know/Refused	24.1	(1.9)	27.1	(1.9)	24.6	(2.1)	28.7	(1.8)	26.4	(1.0)
"Aim High. ___."										
Air Force	68.6	(2.3)	74.4	(1.9)	73.2	(2.5)	76.1	(1.1)	73.5	(1.0)
Army	5.6	(1.1)	4.3	(0.8)	6.7	(1.3)	4.8	(0.8)	5.3	(0.5)
Marine Corps	4.0	(0.8)	3.8	(0.8)	2.6	(0.6)	3.5	(0.6)	3.4	(0.4)
Navy	5.7	(1.0)	5.4	(1.2)	3.8	(0.8)	4.7	(0.9)	4.9	(0.5)
Coast Guard	0.5	(—)	0.8	(—)	1.1	(—)	1.2	(—)	1.0	(0.2)
Joint Service	1.1	(—)	0.6	(—)	0.9	(—)	1.1	(—)	1.0	(0.2)
Don't Know/Refused	14.5	(1.6)	10.6	(1.4)	11.6	(1.7)	8.6	(1.0)	11.0	(0.7)
"The Few. The Proud. ___."										
Marine Corps	42.9	(1.7)	56.9	(1.7)	65.5	(2.1)	75.5	(1.5)	62.4	(0.9)
Air Force	3.2	(0.8)	2.9	(0.6)	4.5	(1.0)	3.1	(0.7)	3.4	(0.4)
Army	11.9	(1.3)	8.0	(1.2)	7.1	(1.2)	5.6	(1.0)	7.8	(0.4)
Navy	11.7	(1.4)	8.8	(1.2)	7.0	(1.3)	3.6	(0.7)	7.2	(0.6)
Coast Guard	2.8	(—)	1.7	(—)	0.7	(—)	0.4	(—)	1.2	(0.3)
Joint Service	3.5	(0.8)	2.7	(0.6)	2.2	(—)	1.6	(—)	2.4	(0.3)
Don't Know/Refused	24.0	(1.8)	19.0	(1.8)	12.8	(1.4)	10.3	(1.0)	15.6	(0.8)
"Be Part of the Action."										
Coast Guard	4.9	(0.9)	6.1	(0.9)	4.4	(0.9)	4.1	(0.8)	4.8	(0.4)
Air Force	6.9	(0.9)	6.6	(0.8)	8.7	(1.7)	4.7	(0.9)	6.5	(0.5)
Army	13.2	(1.5)	17.1	(1.9)	17.2	(1.5)	20.2	(1.4)	17.4	(0.8)
Marine Corps	14.0	(1.3)	16.5	(1.7)	16.4	(1.5)	13.6	(1.3)	15.0	(0.7)
Navy	8.9	(1.2)	6.5	(1.0)	8.4	(1.5)	7.5	(1.0)	7.8	(0.5)
Joint Service	9.0	(1.6)	8.4	(1.0)	8.9	(1.1)	8.2	(1.0)	8.6	(0.5)
Don't Know/Refused	43.1	(2.2)	38.8	(2.1)	36.0	(2.6)	41.6	(1.9)	39.9	(1.2)

Note: ▪   Tabled values are percentages, with standard errors in parentheses.

▪   Underlined Service is the correct response to the slogan.

[a] Estimates are based on 777 interviews.

[b] Estimates are based on 997 interviews.

[c] Estimates are based on 920 interviews.

[d] Estimates are based on 1,214 interviews.

[e] Estimates are based on 3,908 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3B. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Help Others, Help Yourself."										
<u>Coast Guard</u>	5.8	(0.9)	8.3	(1.0)	10.0	(1.2)	8.3	(1.0)	8.2	(0.5)
Air Force	3.0	(0.6)	3.7	(0.7)	4.2	(1.3)	3.0	(0.6)	3.4	(0.4)
Army	18.2	(1.8)	15.1	(1.5)	19.4	(1.9)	19.8	(1.5)	18.4	(0.9)
Marine Corps	5.1	(0.8)	9.0	(1.1)	5.6	(1.2)	5.1	(0.7)	6.1	(0.4)
Navy	6.7	(1.1)	5.2	(0.9)	3.8	(0.7)	4.8	(1.0)	5.0	(0.5)
Joint Service	11.5	(1.6)	11.7	(1.2)	13.8	(1.3)	10.8	(1.1)	11.9	(0.6)
Don't Know/Refused	49.7	(2.3)	47.0	(2.1)	43.1	(2.1)	48.2	(2.0)	47.0	(1.1)
"It's a Great Place to Start."										
<u>Joint Service</u>	8.6	(1.0)	9.1	(1.1)	9.1	(1.0)	9.9	(1.1)	9.3	(0.5)
Air Force	6.4	(1.0)	10.4	(1.1)	11.5	(1.3)	12.7	(1.0)	10.6	(0.6)
Army	19.9	(1.6)	20.6	(1.6)	24.6	(2.0)	25.3	(1.6)	23.0	(0.9)
Marine Corps	9.4	(1.3)	7.4	(1.2)	5.3	(0.9)	5.6	(1.0)	6.7	(0.6)
Navy	12.8	(1.7)	11.0	(1.1)	13.5	(1.5)	11.2	(1.3)	12.0	(0.8)
Coast Guard	5.3	(0.9)	4.9	(0.9)	3.7	(0.8)	3.2	(0.6)	4.1	(0.4)
Don't Know/Refused	37.6	(2.1)	36.6	(2.1)	32.3	(2.0)	32.1	(2.1)	34.2	(1.1)
"Opportunity is Waiting For You."										
<u>Joint Service</u>	12.1	(1.6)	15.7	(1.5)	17.7	(1.7)	17.1	(1.4)	15.9	(0.8)
Air Force	4.1	(0.9)	2.6	(0.6)	3.1	(0.7)	2.3	(0.5)	2.9	(0.3)
Army	20.6	(2.1)	21.0	(2.0)	20.1	(2.2)	18.1	(1.3)	19.7	(1.0)
Marine Corps	11.1	(1.3)	8.8	(1.1)	9.4	(1.1)	8.1	(0.9)	9.2	(0.5)
Navy	10.1	(1.1)	10.3	(1.2)	7.8	(1.0)	9.7	(1.1)	9.5	(0.5)
Coast Guard	3.7	(0.7)	5.0	(0.8)	6.3	(1.2)	5.2	(0.8)	5.1	(0.4)
Don't Know/Refused	38.2	(2.1)	36.7	(2.0)	35.7	(2.3)	39.6	(1.7)	37.7	(1.0)

Note: ▪ Tabled values are percentages, with standard errors in parentheses.

  ▪ Underlined Service is the correct response to the slogan.

[a]Estimates are based on 777 interviews.

[b]Estimates are based on 997 interviews.

[c]Estimates are based on 920 interviews.

[d]Estimates are based on 1,214 interviews.

[e]Estimates are based on 3,908 interviews.

(–) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

Table B-3B. (Continued)

Slogan/Response	16-17[a] Year-Olds		18-19[b] Year-Olds		20-21[c] Year-Olds		22-24[d] Year-Olds		Total[e]	
"Stand Up, Stand Out."										
Joint Service	5.8	(1.4)	9.3	(1.2)	7.3	(1.0)	4.3	(0.8)	6.4	(0.5)
Air Force	2.7	(0.7)	5.2	(0.9)	5.7	(1.2)	3.9	(0.8)	4.4	(0.5)
Army	11.9	(1.3)	11.4	(1.6)	11.2	(1.5)	12.1	(1.2)	11.7	(0.7)
Marine Corps	16.9	(1.6)	19.1	(1.3)	22.7	(1.5)	28.4	(1.6)	22.7	(0.7)
Navy	6.5	(1.2)	4.8	(1.0)	5.9	(1.1)	3.9	(0.7)	5.1	(0.5)
Coast Guard	3.8	(0.8)	4.6	(0.8)	4.0	(0.7)	2.1	(0.5)	3.4	(0.3)
Don't Know/Refused	52.4	(2.4)	45.6	(2.1)	43.1	(2.2)	45.4	(2.1)	46.3	(1.0)
"Moving To and Through the Objective."										
Don't Know/Refused	54.0	(2.3)	54.4	(2.1)	50.1	(2.4)	58.2	(2.0)	54.6	(1.2)
Army	9.5	(1.1)	9.7	(1.4)	13.9	(1.8)	8.8	(1.4)	10.4	(0.8)
Air Force	10.0	(1.5)	8.3	(1.3)	8.7	(1.4)	8.4	(1.0)	8.8	(0.6)
Marine Corps	7.2	(1.1)	8.3	(1.2)	8.7	(1.1)	7.6	(1.1)	7.9	(0.6)
Navy	5.8	(1.0)	6.3	(1.2)	6.6	(0.9)	7.8	(1.1)	6.8	(0.5)
Coast Guard	4.9	(0.9)	5.3	(1.1)	4.6	(0.9)	2.1	(0.5)	3.9	(0.4)
Joint Service	8.6	(1.4)	7.8	(1.1)	7.3	(0.9)	7.1	(0.9)	7.6	(0.5)

Note: • Tabled values are percentages, with standard errors in parentheses.

  • Underlined Service is the correct response to the slogan.

[a]Estimates are based on 777 interviews. [d]Estimates are based on 1,214 interviews.

[b]Estimates are based on 997 interviews. [e]Estimates are based on 3,908 interviews.

[c]Estimates are based on 920 interviews.

(—) Indicates a cell size of less than 20 respondents; standard error estimate is not reliable.

Source: Q402, CALCAGE, Q612, Q615E, Q615J, Q610, Q615D, Q615F, Q615A, Q611, Q615C, Q615H, Q614, Q615B, and Q615G.

APPENDIX C

YOUTH ENLISTMENT PROPENSITY 1984-1992

SUPPLEMENTAL TABLES FOR CHAPTER SIX

Table C-1.   Composite Active Propensity Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	33.9	34.3	36.0	36.7	36.1	39.1	37.5	34.1	31.3
19 - 21 Year-Olds	22.1	20.6	22.4	21.0	21.4	21.9	25.1	23.6	21.4
22 - 24 Year-Olds	12.5	12.5	14.3	16.1	14.0	18.1	21.7	16.4	14.0

Note: Tabled values are percentages.

Table C-2.   Army Propensity Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	15.8	16.8	17.6	17.3	17.2	19.7	17.1	16.7	12.1
19 - 21 Year-Olds	11.0	10.6	11.4	10.7	10.6	11.4	14.1	11.4	10.5
22 - 24 Year-Olds	4.3	5.2	7.8	8.4	6.4	9.3	11.6	7.6	5.4

Note: Tabled values are percentages.

Table C-3.   Air Force Propensity Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	16.6	17.7	17.6	20.1	18.8	20.6	18.3	17.7	15.9
19 - 21 Year-Olds	12.6	9.6	11.6	12.8	10.0	11.6	10.8	10.2	9.2
22 - 24 Year-Olds	7.7	6.9	7.0	8.9	6.8	10.0	8.8	7.0	6.9

Note: Tabled values are percentages.

Table C-4.   Navy Propensity Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	12.2	11.4	12.4	13.8	13.8	14.9	13.8	12.6	11.1
19 - 21 Year-Olds	8.5	9.0	8.3	8.5	8.0	9.3	8.6	8.6	8.4
22 - 24 Year-Olds	5.9	3.6	5.6	6.7	4.6	8.0	7.5	5.2	4.0

Note: Tabled values are percentages.

Table C-5. Marine Corps Propensity Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	11.3	11.8	13.0	13.0	12.9	14.6	12.7	11.0	11.7
19 - 21 Year-Olds	6.4	6.9	7.3	6.9	9.1	8.1	8.9	8.0	9.5
22 - 24 Year-Olds	5.0	3.6	5.2	5.6	4.8	6.6	9.1	6.6	6.4

Note: Tabled values are percentages.

Table C-6. Composite Active Propensity Among Males, by Education Status, 1984-1992 YATS

School Status[a]	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
Postsecondary Student	13.2	13.5	14.9	14.9	13.6	14.6	14.0	11.1	10.1
High School Graduate	15.9	16.0	16.4	17.4	17.7	17.5	21.5	18.4	12.9
High School Senior	35.1	32.9	35.4	36.2	38.4	40.1	30.1	30.6	29.4
Non-Senior High School Student	43.0	43.3	46.8	44.3	44.5	48.8	47.2	44.3	40.2
Non-Completer	29.7	28.1	31.8	31.6	29.4	33.5	36.6	29.8	28.5

Note: Tabled values are percentages.

[a]Postsecondary students are high school graduates currently attending a college or a business/vocational school. High school graduates are respondents who are not students but have graduated from high school. Non-completers are respondents who are neither high school nor postsecondary students and have not graduated from high school.

Table C-7.   Composite Active Propensity Among High School Graduates, Non-Student Males, by Employment Status, 1984-1992 YATS

Employment Status	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
Employed	14.5	14.0	15.0	17.1	16.5	16.7	21.1	16.3	11.1
Not Employed-Looking	28.6	38.0	34.5	23.4	35.1	25.7	26.9	33.4	26.6
Not Employed-Not Looking	13.4	19.7	16.7	10.9	21.0	17.9	15.7	24.0	16.2

Note: Tabled values are percentages.

Table C-8.   Composite Active Propensity Among Males, by Race, 1984-1992 YATS

Race	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
White	20.4	19.3	20.4	21.8	22.3	24.1	26.4	22.5	19.8
Black	39.8	44.5	50.0	44.0	45.2	48.6	39.1	41.3	36.5
Hispanic	35.4	38.4	38.6	42.3	36.5	40.8	40.3	34.3	35.5

Note: Tabled values are percentages.

Table C-9.   Composite Active Propensity Among Males, by Geographic Region, 1984-1992 YATS

Region	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
Northeast	23.9	19.8	22.9	22.1	22.0	25.2	24.6	22.7	21.4
North Central	21.1	22.0	21.8	23.0	24.6	24.3	25.0	21.2	19.8
South	27.4	28.4	29.4	28.8	29.8	33.5	34.8	31.2	26.8
West	21.2	20.5	25.0	28.0	26.5	28.5	28.4	24.6	22.4

Note: Tabled values are percentages.

Table C-10.   Unaided Mentions Among Males, by Age Group, 1984-1992 YATS

Age	Year								
	1984	1985	1986	1987	1988	1989	1990	1991	1992
16 - 18 Year-Olds	9 1	9.6	11.0	10.6	11.1	10.6	12.4	12.9	9.8
19 - 21 Year-Olds	4.4	3.3	3.8	5.2	4.0	4.2	4.4	4.1	5.0
22 - 24 Year-Olds	1.0	0.7	1.5	1.7	1.6	1.5	2.1	1.8	2.2

Note: Tabled values are percentages.

APPENDIX D

EVALUATION OF SIGNIFICANT

ACROSS-YEAR DIFFERENCES

FOR CHAPTER SIX

EVALUATION OF SIGNIFICANT ACROSS-YEAR DIFFERENCES FOR CHAPTER SIX

Several factors precluded the direct calculation of standard errors for all estimates presented in Chapter 6. First, the volume of calculations would have been considerable. Second, and perhaps more important, differences in sample selection and weighting adjustment methodologies used between 1984 and 1992 provided significant obstacles.

In response to these circumstances, statistical tests were first restricted to the period 1989 through 1992, and generalized tables were produced to evaluate the significance of across-year differences for production purposes. Table D-1 presents the information used to evaluate the significance of 1989-1990, 1990-1991, and 1991-1992 differences in unaided mention and observed propensity.

Table entries portray minimally detectable significant percentage differences (at the p = .05 level) for different subpopulations. For example, in the first row (corresponding to the 1989-1990 comparison on unaided mentions) and first column (corresponding to youth 16-18 years old), the entry is 2.1 percent. This indicates that, if a difference between 1989 and 1990 unaided mentions of military enlistment for 16-18 year-olds is less than 2.1 percent, it is not statistically significant. Conversely, if the difference is 2.1 percent or greater, the change is significant.

These tables were constructed using:

- simple random sampling (SRS) algorithms for calculation;

- adjustment of SRS algorithms to account for sample design effect (DEFF); and

- examination of empirical levels of unaided mention and propensity by selected sample groups.

Each of these three steps in this process is briefly documented below.

Examination of Survey Estimates

Using the algorithm adopted, variance estimates, and therefore statistical tests, are dependent upon the magnitude of the estimates evaluated. Therefore, all estimates (by sample group and question) were evaluated to determine the highest reported unaided mention or propensity across the yearly comparison under consideration. (It is the case that less than 50 percent of respondents ever expressed positive enlistment propensity.)

The result of this examination and adoption of a baseline percentage was done in order to make the significance test conservative. That is, false positives were made less likely.

Significance Test Algorithm

Initial calculation of significance tests were accomplished using a difference in proportions test that assumed equal variances in the two yearly estimates. The test was computed as

$$Z = \frac{(P_{y1} - P_{y2})}{\sigma'_{P_{y1} - P_{y2}}}$$

where: P_{y1} = Proportion for year 1;

P_{y2} = Proportion for year 2; and

$\sigma'_{P_{y1} - P_{y2}}$ = Estimated standard deviation of the difference in proportions.

The standard deviation of the difference is

$$\sigma'_{P_{y1} - P_{y2}} = \sqrt{p'q'} \sqrt{\frac{N_1 + N_2}{N_1 * N_2}}$$

where: N_1 = Unweighted sample size for year 1;

N_2 = Unweighted sample size for year 2;

p' = A weighted average of the sample proportions computed as

$$p' = \frac{N_1 P_{y1} + N_2 P_{y2}}{N_1 + N_2}$$

and;

$$q' = 1 - p'.$$

Test results were evaluated as a Z test at the p = .05 level of significance.

Adjustment for DEFF

Following the establishment of a baseline for consideration of differences (Step 1) and application of the SRS algorithm (Step 2), a final adjustment was made. This adjustment accounted, in a generalized manner, for the departure from SRS. It is known, for example, that designs such as that used by YATS which utilize clustering, are less efficient than an SRS design. To compensate, an estimated design effect of 1.2 was factored into final table production.

Reviews of YATS design effects suggested that the design for males was approximately 80 percent as efficient as an SRS design. Therefore, all Z scores computed using the difference in the proportion test were divided by 1.2 prior to evaluation. The resulting Z score was then used to evaluate the statistical significance of across-year differences.

Table D-1. Minimal Detectable Significant Percentage Differences for YATS Comparison Years, by Age and Race/Ethnic Groups and Question Type*

| | Age Group | | | | | | | | |
| | 16 - 18 | | | 19 - 21 | | | 22 - 24 | | |
Comparison Years	Total	White	Black	Total	White	Black	Total	White	Black
1989-1990									
Unaided	2.1	2.4	8.7	1.8	2.0	10.1	1.8	1.8	11.2
Composite	3.1	3.5	10.1	3.8	3.9	13.0	4.4	4.8	18.5
Army	2.5	2.7	10.0	2.9	3.0	12.8	3.5	3.7	17.4
Navy	2.3	2.5	8.9	2.5	2.6	11.9	3.0	3.1	15.6
Air Force	2.6	2.8	9.7	2.7	2.8	12.4	3.3	3.5	16.5
Marine Corps	2.3	2.4	8.9	2.4	2.6	11.7	3.2	3.2	16.2
1990-1991									
Unaided	2.4	2.7	9.4	1.8	1.9	9.7	1.8	1.9	14.0
Composite	3.3	3.7	11.2	3.5	3.8	13.5	4.4	4.8	20.5
Army	2.6	2.9	10.7	2.9	2.9	13.0	3.6	3.6	(–)
Navy	2.4	2.7	9.2	2.4	2.5	11.0	3.0	3.1	(–)
Air Force	2.7	3.0	10.2	2.6	2.7	11.8	3.1	3.1	(–)
Marine Corps	2.4	2.6	9.0	2.4	2.5	11.8	3.2	3.3	(–)
1991-1992									
Unaided	2.3	2.4	9.0	1.8	2.1	10.3	2.0	1.9	14.1
Composite	3.1	3.4	11.0	3.9	4.0	12.9	4.9	5.0	19.8
Army	2.7	2.8	10.4	3.0	3.1	12.9	3.8	3.9	(–)
Navy	2.4	2.4	9.1	2.6	2.7	11.7	3.1	3.2	(–)
Air Force	2.6	2.7	10.1	2.7	2.9	12.3	3.4	3.5	(–)
Marine Corps	2.4	2.8	9.2	2.7	3.1	11.4	3.2	3.3	(–)

* Table entries are the minimum percentage difference between years required for statistical significance of difference at p = .05 level.

(–) Indicates cell size of less than 20 respondents; standard error estimate is not reliable.

APPENDIX E

ANALYSIS OF NATIONAL SERVICE QUESTIONS

1991-1992 YOUTH ATTITUDE TRACKING STUDY

ANALYSIS OF NATIONAL SERVICE QUESTIONS
1991-1992 YOUTH ATTITUDE TRACKING STUDY

Both the 1991 and 1992 administrations of YATS included questions about a hypothetical national service program. The questions differed from 1991 to 1992, yielding different perspectives on the issue. The results from both years are discussed in this Appendix.

1991

The 1991 administration included questions to assess the impact of financial incentives and the number of years of service obligation on the propensity of youth to enlist, and follow-up questions assessed relative interest in hypothetical civilian national service programs. With respect to military enlistment, each respondent was asked a question such as:

> If the government would pay *$18,000* to be used for education expenses after *2 years* of military service, would you definitely, probably, probably not, or definitely not enlist?

The values in bold italics varied from one respondent to another. A third of the respondents were asked their likelihood of enlisting for 2 years, another third for 3 years, and the rest for 4 years. Also, the amount of money varied, with a third being asked about $6,000 per year of service; others, $9,000; and still others $12,000 per year of service. The example given is for $9,000 per year of

service, or $18,000 for 2 years of service. The values used in the questions were randomly selected, and each respondent heard only one set of values. On average, 46 percent of the 16-21 year-old males and 31 percent of the 16-21 year-old females said they would "definitely" or "probably" enlist, given these incentives. The exact percentage varied, of course, according to the incentive offered.

A follow-up question concerning a hypothetical national service program took the following form:

> Another program being considered is national service in a civilian activity. This might include work such as outdoor conservation or community service in a hospital or day-care center. If you could be in this kind of program while living at home and receive *$15,000* instead of *$18,000* for military service, how likely is it that you would participate in this type of service instead of military service? Would you say definitely, probably, probably not, or definitely not?

The monetary incentive offered for civilian service varied. For some respondents, the incentive for civilian service was the same as for military service (with appropriate rewording of the question); for some the civilian incentive was five-sixths the military incentive; and for some the civilian incentive was two-thirds the military incentive.

Table E-1 shows the percentage of respondents who initially indicated they would

Table E-1. Percentage of 16-21 Year-Old Respondents Switching from Propensity for Military Service to Propensity for Civilian Service

Respondent Category	Males	Females
Overall response	72	89
By Relative Incentive Level:		
Civilian incentive same as military	75	90
Civilian incentive 5/6 military incentive	74	88
Civilian incentive 2/3 military incentive	66	88
By Education Status:		
High school dropout	75	88
High school non senior	67	86
High school senior	67	86
High school grad, non student	76	94
Postsecondary student	79	92
By Race/Ethnicity:		
White, Non Hispanic	68	88
Black, Non Hispanic	83	92
Hispanic	77	82

"definitely" or "probably" enlist, but who said they would "definitely" or "probably" participate in a civilian program instead of the military when this alternative was proposed. Individuals whose response was that they would "probably not" or "definitely not" enlist are not included in the table. Thus, the data show potential losses from military service in favor of civilian programs.

As indicated, among 16-21 year-old males who had indicated they would "definitely" or "probably" enlist, 72 percent said they would "definitely" or "probably" participate in a civilian national service instead. The preference for civilian service was even stronger among 16-21 year-old females – 89 percent indicated they would switch to civilian service.

Offering a smaller incentive for civilian service relative to military service had a modest impact. Where the offers for civilian and military service were identical, 75 percent of the young male respondents indicated they would switch from military service to a civilian program (i.e., they had indicated they would "definitely" or "probably" enlist, but subsequently said they would "definitely" or "probably" choose civilian service instead). For those for whom the civilian incentive was 5/6 the military incentive, 74 percent switched, and 66 percent of those for whom the civilian incentive was 2/3 the military incentive switched from military to civilian service.

The relative attractiveness of military service, relative to civilian service, varies among population groups. In response to the

first of the civilian service questions, 67 percent of the male high school students who had indicated a propensity for military service said they would select civilian service instead, while 76 percent of high school graduates no longer in school indicated a preference for civilian service. Projections of youth expected to score above average on the Armed Forces Qualification Test (AFQT), the Defense Department's basic measure of trainability, are derived from related factors such as high school coursework and parents' education. Concerns that high AFQT youth would prefer civilian over military service at greater than average rates proved unfounded.

The relative attractiveness of civilian service appears to be greater among minorities, with 83 percent of young Black males and 77 percent of young Hispanic males indicating a preference for civilian service, compared to 68 percent of White males. These are overall results, including responses from respondents who were told they would receive only 2/3 or 5/6 as large an incentive for civilian service as for military service.

Since many civilian national service proposals assume a year of service (compared to 4 years typically required of enlisted personnel), respondents were asked a second follow-up question to gauge the impact of the shorter term of service:

> If you sign up for civilian service one year at a time, then would you prefer civilian to military service?

Overall, responses suggest an additional 10 percent of the young men who had originally said they might enlist would switch to a civilian program if their obligation were limited to a single year. Thus, approximately 82 percent of the young men who might enlist for 2 to 4 years of military service would prefer a civilian service alternative if they could sign up for 1 year at a time. Among women, the single year of service increased the percentage switching from military to civilian service from 89 to 93 percent.

1992

The 1992 YATS administration included similar questions, but did not address monetary incentives. As in 1991, a hypothetical civilian program was described and respondents were asked:

> How likely is it that you would participate in a national service program if it existed?

Earlier in the survey, respondents had been asked whether they would "definitely," "probably," "probably not," or "definitely not," be in military service in the next few years, and this information was used to generate results similar to those shown in Table E-1. Table E-2 shows the percentage of 1992 respondents who initially indicated they would "definitely" or "probably" enlist, but who subsequently said they would "definitely" or

Table E-2. Percentage of 16-21 Year-Old Respondents Switching from Propensity for Military Service
to Propensity for Civilian Service

Respondent Category	Males	Females
Overall response	73	86
By Education Status:		
High school dropout	77	86
High school non senior	72	81
High school senior	71	82
High school grad, non student	75	97
Postsecondary student	72	92
By Race/Ethnicity:		
White, Non Hispanic	68	84
Black, Non Hispanic	88	91
Hispanic	79	86

"probably" participate in a civilian program when this alternative was proposed. Responses from individuals who initially said they would "probably not" or "definitely not" enlist are not included in the table.

The 1992 question differed from the 1991 questions in two ways:

1) The 1992 question did not ask whether respondents would participate in a civilian program *instead of* military service; and

2) In 1991, questions about civilian service immediately followed military service questions, while in 1992, several other topics were discussed between the questions concerning propensity for military service and questions about civilian national service.

Nonetheless, results from the two years are comparable. Overall, the percentage of males and females "switching" from military to civilian service did not change. As in 1991,

the percentage of high school students indicating interest in the civilian program was less than the percentage of non students and the percentage of minorities preferring civilian service was greater than the percentage of Whites.

The 1992 questionnaire included an additional question, asking respondents directly whether they would prefer civilian to military national service:

If you were going to choose between a military and civilian service program, which would you prefer?

Results from this question differ markedly from those presented above. Among 16-21 year-old males who had previously expressed a propensity to enlist, 37 percent said they would prefer civilian over military service. Only 39 percent of the 16-21 year-old females who had previously said they would "definitely" or "probably" enlist said they would prefer civilian to military service. Among those who

had not previously expressed a propensity for military service, 76 percent of the young men and 81 percent of the young women said they would prefer civilian to military service.

The discrepancy between these figures and those suggested in Tables E-1 and E-2 is clearly a function of the way the question was asked. Because the exact wording of questions in surveys is known to dramatically impact results, the difference is credible, though surprising.

Conclusions

Despite seemingly contradictory results from different questions, several conclusions are warranted. First, the majority of all respondents (including those who did not express a propensity for military service) would prefer civilian to military service. Results vary for those who had expressed a propensity for military service. Some questions suggested that 2 out of 5 enlistment prospects would prefer civilian service, while others suggested over 70 percent of the males and nearly 90 percent of the females would prefer civilian service. The preference for civilian service is strongest among women, minorities, and high school graduates, but in every segment of the recruiting market, a significant fraction of those already expressing a propensity for military service would prefer a civilian option. Furthermore, results suggest that modest differences in incentives in favor of military service will not offset youth's preference for civilian service, particularly if the civilian alternative requires only 1 year of obligation.